

Bimotal Media and Marketing Intern Job Description Summer 2024

[Bimotal Application Submission](#)

The Company

Bimotal was founded in 2019 to develop innovative micro-electric powertrains for right-sized personal vehicles. We are a group of Tesla, startup, and bike industry alumni working towards our mission of reducing barriers to car-free mobility. In addition to our direct-to-consumer product, Elevate, an easily retrofittable and removable powertrain that converts disc-brake bicycles into e-bikes, we have also partnered with vehicle OEMs (bikes and other micromobility vehicles) to provide them with high-performance powertrains specifically designed for their needs. Bimotal is positioning itself as a technology company with the aim of making the best microelectric powertrains in the world, and eventually, the best personal-sized electric vehicles. Come join us in building the future of transportation.

The Job

As a Media and Marketing Intern, your job is to tell the story of Bimotal and shape the public perception of Bimotal. You will help setup infrastructure such as organized folders with media content, process flows for how we take raw content and convert it to external-facing posts and messages, and help fill gaps in our storytelling. You will be responsible for photographing, filming, recording and editing of stills, videos, and short video clips, as well as scheduling and posting. We will ask for assistance in other areas such as gif generation, product diagrams, etc. to help us launch on Indiegogo by the end of summer.

Responsibilities

- Video and photo editing
- Photography and videography
- Copywriting and storytelling
- Website updates, review for errors, etc.
 - We use Figma, Shopify, and Klaviyo--familiarity with these tools is helpful but can be learned rapidly
- Staging of people and products for relevant photoshoots
- Help with digital marketing and launching a crowdfund campaign

Qualifications

- Experience with photography, filming, editing
- Highly organized and methodical with your work, ability to think about fine details while keeping the big picture in mind



- A passion for storytelling and technology, and the intersection of the two
- Ability to grasp technical concepts
- Excellent reading, writing, and spoken communication skills
- Extremely motivated and excited by taking incredible amounts of responsibility at an early startup

Logistics

Please fill out a [Bimotal Application Submission](#) to apply for this position. Our office is in a beautiful location and is walking distance to many great lunch spots (2 blocks to our favorite burrito spot, Picante), Amtrak, and BART. Interns are entitled to a 401k retirement plan and company-sponsored meals.