

Communications Intern: User Experience, Data Analysis, and Digital Access Management

Organization Profile

Do you have a passion for patient advocacy, healthcare access, and raising awareness for rare diseases? Have you been training for a career in user experience, digital marketing, universal design, or digital access? We have an internship opportunity for a candidate to help build customer journey maps for our constituents and to utilize data analytics to create marketing personas as we transition our database to the Salesforce platform. This role will also help build and organize our digital media library to improve access to digital assets.

The Immune Deficiency Foundation improves the diagnosis, treatment, and quality of life of people affected by primary immunodeficiency through fostering a community empowered by advocacy, education, and research. There are approximately 250,000 people diagnosed with PI in the U.S., and thousands more go undetected.

IDF seeks to ensure that everyone in the U.S. affected by PI has a fully informed understanding of the PI diagnosis that affects them, all available treatment options, the expected standard of care, and all of their opportunities for connection and support within the PI community. Our three strategic priorities are to grow the community of those affected by PI threefold over the next five years, remove disparities in diagnosis and treatment to promote more equitable outcomes for all PI patients and ensure that our community better reflects the U.S. population.

While this position is remote (as is our entire team), we are headquartered in Towson, Maryland.

DIVERSITY STATEMENT: We are rare, powerful, and inclusive. Like the stripes of a zebra, no two people are the same. At IDF, we celebrate this uniqueness every day. An inclusive, diverse, and fair workplace makes our community more powerful. The Immune Deficiency Foundation is proud to be an equal opportunity employer.

Responsibilities & Learning Objectives

- Tag and organize digital content (photos and videos)
- Analyze user data to build marketing personas and aid in the creation and measurement of digital marketing campaigns
- Build customer journey maps for constituents and web visitors
- Tag images and web content to improve accessibility and SEO for website

- Intern will gain experience in creating a personalized journey for constituents based on data-driven decision-making
- Intern will learn about digital asset management and nonprofit storytelling tools.
- Intern will learn about program marketing and measuring results.

Benefits

- Interns will be compensated as temporary employees at \$13/hour
- This internship is structured for the Fall semester of the 2021-2022 academic year but has the potential to be extended for the full year.
- Ongoing mentoring and training will be provided
- Interns will be considered a valuable part of the communications team. As such, they are invited to planning meetings, as appropriate.
- Interns will be asked to complete 12-15 hours/week during the internship in a fully remote environment.
- We ask that interns provide/work on their own laptops, but access to all online software needed will be provided.

Requirements

- Degree of Field of Study: Communications (undergraduate or graduate), Health Management, Marketing, Nonprofit Management is preferred.
- No particular experience is necessary, but we are looking for a self-starter who enjoys working in a nimble, creative environment.
- Must be familiar with Microsoft Office suite and Google document management.
- Applicants should email resume and a brief letter of interest to eferguson@primaryimmune.org. Please list COMMUNICATIONS INTERN in the subject line.
- Please submit application materials by September 15, 2021