

Movement & Exercise Awareness Campaign Internship

Oakland, CA – January 2024

The Opportunity

The Myotonic Dystrophy Foundation (MDF) announces its search for college-level and graduate student interns to help advance MDF's mission.

Vision: We envision a world with treatments and a cure for myotonic dystrophy (DM).

Mission: The MDF mission is Community, Care, and a Cure.

- We support and connect the myotonic dystrophy **community**.
- We provide resources and advocate for **care**.
- We accelerate research toward treatments and a **cure**.

Founded in 2007, MDF is the leading global advocacy organization helping families and professionals understand DM, a rare, genetic, multisystem, highly variable neuromuscular disease. MDF helps constituents identify resources and support, improve quality care, and advance research for management and cures. MDF has a global reach, assisting families and championing other advocacy organizations in more than 80 countries around the world. As many as 150,000 individuals may be at risk for the most common form of DM in the United States alone. Tens of thousands of affected families as well as providers, industry partners, researchers, and donors, together form the MDF.

Position Overview

MDF has a small, passionate staff based in Oakland, CA's Preservation Park, and seeks to add several college-level and graduate student academics to its team as interns focused on strategic projects.

The Movement & Exercise Awareness Campaign Intern will specifically focus on the education and awareness aims of this month as determined by MDF Programs and Communications departments, and the volunteer-based Movement Committee. This awareness campaign is a pilot with the hopes of continuing from year to year. The aims of Myotonic Dystrophy In Motion (MDIM) Awareness Month include:

- Increase awareness about the benefits of exercise and movement for people living with myotonic dystrophy.
- Engage the community to encourage and empower one another to make healthy choices and (potentially) changes in regular activity levels.
- Educate the community about opportunities, big and small, to engage in fun and creative ways to increase or maintain activity levels.

Interns will report to the Sr. Manager of Community Engagement/Director of Programs and will work collaboratively with all departments, especially the Communications department. The position is available a minimum of eight hours/week, beginning March/April 2024. Multiple Part-to-Fulltime positions are available during summer 2024.

Movement & Exercise Awareness Campaign Intern Projects

- Support Movement Committee: MDF's Movement Committee is comprised of high-level volunteers from both the DM community (those affected by DM and their family members) and leading academics focused on physical therapy. This committee has the primary responsibility in suggesting and vetting MDIM Awareness Campaign activities and initiatives. The Movement & Exercise Awareness Campaign Intern will support the goals of this committee through coordinating committee meetings, tracking committee and awareness campaign progress, reporting back to committee, and keeping and disseminating meeting minutes.
- Develop MDIM Awareness Month Campaign Assets and Resources: Taking direction from the Movement Committee and MDF staff, the Movement & Exercise Awareness Campaign Intern will work with the MDF Programs and Communications team to develop campaign assets such as social media content, website and newsletter (MDF Dispatch) copy, press releases, and other communication tools to amplify MDIM Awareness Month. Additionally, the Movement & Exercise Awareness Campaign Intern will coordinate the creation of a new movement resource to be developed and launched for MDIM Awareness Month (July 2024). This will include the recruitment of subject matter experts and community members for review and development of this resource. They will further work with the MDF Communications department and the contracted graphic designer to design and finalize the resource.

- MDIM Awareness Month Webinar/Class Support: Work with the MDF Programs team to identify and recruit subject matter experts for weekly webinars/movement classes based on determined weekly themes during MDIM Awareness Month. This will include all aspects of set-up, coordination, and delivery of webinars/movement classes.
- MDIM Awareness Month Evaluation: Work with the MDF Programs and Communications teams to develop relevant evaluation opportunities to assess the impact of MDIM Awareness Month. This may include resource use, event surveys, social media and communication tool data.
- MDIM Awareness Month Report: Based on evaluation, Movement Committee feedback, as well as other identified and relevant data sources, compile a 2-3-page summary report, as well as a short power point summary (1-2 slides) on the impact of MDIM Awareness Month as well as future recommendations. This report will be shared with our community and any sponsors for the programming.
- Other projects as identified. Great experience and resume builders!

Qualifications

- Experience and proven success in similar positions with similar responsibilities, preferably in the nonprofit sector and/or related coursework projects.
- College degree or current student enrollment required (preferably in public health, non-profit management, communications, or a related discipline). Community College and University students and graduates are encouraged to apply.
- Knowledge and experience with graphic design and effective communication strategies strongly preferred.
- Ability to work well under pressure and handle multiple projects simultaneously with shifting deadlines & priorities.
- Strong writing skills with both internal and external communications.
- Empathetic self-starter, with a natural curiosity and ability to quickly join new projects while leveraging the expertise of others.

- General computer skills including Microsoft Office required.
- Experience with social medial platforms (Facebook, X, Instagram, LinkedIn) required.
- Ability to work with diverse groups and tailor communication to reach diverse populations.
- Consistent high attention to detail with the ability to self-monitor for accuracy.
- Knowledge of rare diseases, including myotonic dystrophy, preferred.

Compensation and Benefits

The Foundation offers interns \$20/hour for the duration of the internship.

Application Process

Interested and qualified candidates are encouraged to apply by sending a cover letter and resume to MDF's Director of Programs, Mindy Buchanan mindy.buchanan@myotonic.org. All correspondence will remain confidential. Submissions without cover letters will not be considered.