

# Melanoma

---

## Research Alliance

### Position Description

**Title:** Development & Communications Intern  
**Reports to:** Chief Development Officer & Director of Communications  
**Location:** Melanoma Research Alliance (MRA) office in Washington, DC  
**Salary:** \$12/hour for undergraduate intern or \$15 for graduate student; (or may be used for credit if approved by your school).

#### **About the Melanoma Research Alliance (MRA):**

The mission of the Melanoma Research Alliance is to end suffering and death due to melanoma by collaborating with all stakeholders to accelerate powerful research, advance cures for all patients, and prevent more melanomas. Annual funding for MRA research awards is approximately \$8 to \$10 million and, as of 2018, MRA will have awarded a total of over \$100 million to melanoma research programs around the globe. Through our unique collaborative approach, MRA has leveraged an additional \$90 million. MRA was launched in 2007 by Debra and Leon Black under the auspices of the Milken Institute, and due to the ongoing support of our founders, 100% of every donation made to MRA is able to go directly to support melanoma research.

#### **About the Internship:**

MRA seeks a highly motivated individual to support the communications director and 3-person development team on a number of projects, ranging from research on patient engagement programs and successful grassroots fundraising campaigns, to supporting daily department operations, including monitoring online media analytics and updating the organization's database.

Potential projects and primary work include:

#### Development

- Develop and execute plan for peer-to-peer and year-end outreach campaigns
- Research and propose implementation plan for MRA-funded Continuing Medical Education (CME) program for community oncologists hosted by our funded researchers at academic medical centers
- Support daily operations of invoicing and acknowledging donations, database updates, and scheduling outreach meetings for industry and foundations

## Communications

- Research and draft patient engagement content, including researching peer industry programs and blogs and drafting content in consultation with science team
- Support social media and website activities, including research and develop messaging to incorporate into collateral, monitor and report on social media and website analytics on a weekly/monthly basis, and make recommendations to increase engagement
- Research, propose, and implement strategies to improve list building activities for the organization and update organization's CRM to better reflect active patient/family partnerships.

## **Qualifications:**

- Interest in fundraising or communications roles: The intern will gain greater knowledge of the core development and communications functions of a non-profit. We hope to find someone who has a particular interest in learning more about these areas.
- Professionalism: The intern will be expected to represent MRA and will need excellent interpersonal skills, specifically in order to write a good business email and hold meaningful conversations with donors on the telephone.
- Attention to detail: strong eye for details and focus on quality control is paramount, and we begin evaluating this characteristic as soon as we review the application materials requested below.
- Drive: The ideal intern will be ambitious and eager to take on new responsibilities and new challenges. We are looking for someone who works hard to advance projects, with minimal supervision.
- Marketing instinct: The intern will assist in drafting and promoting MRA publications and online content. We want someone who not only has excellent oral and written communication skills but can think creatively about promoting this work.
- All applicants must complete a security background check, be authorized to work in the US, and be located in Washington, DC

To apply, please submit a cover letter and resume using the following linked-form:

<http://bit.ly/MRADevelopmentIntern>