Davis Phinney Foundation

Website:  www.davisphinneyfoundation.org

Organization Address: 1101 Arapaho, Boulder, CO 80302

Organization Description:

The Davis Phinney Foundation for Parkinson’s is a dynamic and vibrant nonprofit organization located in Boulder, Colorado. Our mission is to help people with Parkinson’s live well today. We inform and inspire people living with Parkinson’s through our innovative and practical programs.

As a member of this small, passionate and driven team, you will have the opportunity to explore new territories and challenges while meeting incredible people who will inspire you daily. You will work with our Marketing team to create, execute and measure campaigns that support our Programs and Development teams.

**Davis Phinney has two open PIIE internships for 2017. Please review both!**

**Position #1 Title:** Marketing Intern

**Desired Start Date and End Date:** Start as early as June 12, end mid-end of August

**Position Description:**

Our intern will focus primarily on social media, email, website content, research and reporting. The goal is help our intern learn by executing and observing so they gain a better understanding of marketing operations in a business setting.

1. Social media and community management
   a. Post/tweet content on all social media platforms
   b. Respond to comments and messaging from our community
   c. Search for relevant living well and Parkinson’s content
2. Writing and editing
   a. Content for web, email and messaging

Contact Information
If you have any questions, please contact the PIIE Program Director, Dylan Mark, at 303-492-3707 or dylan.mark@colorado.edu
3. Creative  
   a. Maintain creative inventory  
   b. Compile creative requests  
4. Monthly reporting  
   a. Compile data from all marketing channels for analysis  
5. Maintain Video inventory on Vimeo and YouTube  
6. Participate in all marketing meetings and brainstorming sessions  
7. Help generate documentation of processes and best practices  

Qualifications:  

We are looking for someone who is highly motivated and organized. Strong writing and editing skills are required for this position. We also require proficient computer skills including, but not limited to, Microsoft Office and Google Drive.  

Position #2 Title: Programs Team Intern  

Desired Start Date and End Date: Start as early as June 12, end mid-end of August  

Position Description:  

We strive to increase the number of persons living with Parkinson’s and their families who actively engage with the Foundation’s programs. In this role, you will support our programmatic endeavors:  

*The Victory Summit*® symposia series, which brings local communities together for a moving day of information and inspiration as movement disorder experts present on timely topics, focusing on actions people can take to live well with Parkinson’s today.  

- Conduct in-depth market research on a potential host city for The Victory Summit  
- Develop event program book content  
- Compile and synthesize survey data  
- Support marketing efforts by posting on community calendars, distributing collateral to local Parkinson’s organizations, support groups and wellness classes
Educational Content is an important focus at the Foundation. Provided as videos, interviews, written articles and tips, our educational content has a focus on help people with Parkinson’s be active mentally, physically and socially.

- Complete comprehensive research on a topic critical to living well
- Investigate adaptive technologies and tools
- Develop articles on an overview of the topic, suggested top tips, support group guides, etc.
- Connect with people with Parkinson’s, care partners and experts and incorporate in relevant perspectives and ideas

General

- Develop an understanding of Parkinson’s disease
- Support and build the Foundation’s reputation as a leading resource for living well tools
- Participate in local Parkinson’s related events
- Assist in other activities on the behalf of the Foundation

Qualifications:

We are looking for someone who is highly motivated, able to multi-task and is organized. Strong writing skills and thorough researching abilities are critical to this position; as well as a creative mind for developing future promotions and programs. Strong computer skills are required. Interest in healthcare and living well is a must.