



POSITION: Podcast Digital Marketing Intern (Part-time, 5-10+ hours per week)

EMPLOYER: Charcot-Marie-Tooth Association (CMTA)

DESCRIPTION & PURPOSE OF POSITION

The Podcast Digital Marketing Intern will help oversee several projects that have been identified for 2022 and beyond as organizational priorities to support the mission of the CMTA.

The projects the intern will work on include, but are not limited to, the following:

- Work alongside the CMTA's Digital Marketing Manager and CMT 4 Me podcast co-founders to brainstorm, create, and implement digital marketing strategy
- Develop and implement strategy for fun, engaging social media/email/website /You tube content (videos, graphics, and/or copy) to promote the podcast
- Develop plan and implement tactics to reach new audiences/listeners and to increase the number of downloads
- Identify ways to reach new people/audiences through Facebook, Instagram, and TikTok.
- Engage with other podcasts and CMT community members through various social media channels, including the CMTA's channels
- Identify potential guest speakers and/or find podcasts that the co-founders can be guest stars on
- Work within the CMTA's marketing calendar to schedule and implement podcast social and email content
- Assist with other projects as assigned by CMTA staff

QUALIFICATIONS

- Knowledge of posting, editing, and optimizing content
- Experience in Adobe, Facebook Ad Manager, Excel and Canva
- Passionate about helping others through storytelling & social media
- Stay current with social media trends and tools – includes reading blogs, and listening to podcasts
- Ability to work independently and in a team environment
- Open minded, hard-working and willingness to learn

CORE VALUES: The Podcast Digital Marketing Intern will foster an organizational environment that supports the team's core values of integrity, excellence, commitment, respect, and camaraderie as defined:

- **Integrity:** We will be honest and sincere in our dealings with each other, communicating directly and openly, supporting each other's efforts, working to build and maintain trust and always striving for authenticity.
- **Excellence:** We will pursue excellence in everything we do, from the smallest function and task to the largest, collaborating with each other and focusing on solutions to achieve the best possible result in any situation.

- **Commitment:** We will commit to give the CMTA the best of ourselves and our abilities, to work passionately for the team good when- and wherever necessary, until we live in a world without CMT.
- **Respect:** We will treat each other with civility, assuming always that each of us is acting with good will and to the best of our abilities, acknowledging that we all sometimes fall short, and giving each other the benefit of the doubt in all situations.
- **Camaraderie:** We will make our virtual workspace a safe, supportive place for all, where fun and happiness are valued and encouraged as tools for making hard work easier and where a positive attitude always prevails.

VISION

A world without CMT.

MISSION

To support the development of new drugs to treat CMT, to improve the quality of life for people with CMT, and, ultimately, to find a cure.

Accelerating Research. Empowering Patients.
We are the driving force behind CMT research.