



St. Jude Children's Research Hospital Internship Opportunity

The Medical Content Outreach (MCO) department at [St. Jude Children's Research Hospital](https://www.stjude.org) is seeking an intern to support user experience and digital marketing for a new online pediatric cancer resource. For over half a century, St. Jude has been leading the way to find cures and advance care for children with cancer and other life-threatening diseases. The *Together* website (<https://together.stjude.org>) was launched in fall 2018, offering trustworthy information and support for all patients and families affected by childhood cancer.

The MCO summer intern will work with the *Together* team:

- To create written and video content addressing a variety of medical and support topics for patients and families
- To plan and evaluate digital and traditional marketing strategies, such as collateral creation, social media outreach, and ad placement
- To expand website reach through partnerships and link building initiatives
- To assist in research and website improvements relating to SEO, usability, and user experiences of target audience groups

The Medical Content Outreach team works across the organization with groups in clinical, research, and administrative areas of the institution. The intern will have the opportunity to engage with a wide variety of professionals from each of these areas. Additionally, as a member of a cohort of St. Jude interns, a variety of planned learning and social activities are offered over the course of the summer.

Compensation will be determined by St. Jude leadership and will be based on the student's experience. For non-local interns, the internship will sponsor housing up to a specific amount.

St. Jude Children's Research Hospital is consistently named as one of the "100 Best Companies to Work For" and "Best Workplaces for Millennials" by *Fortune* magazine.

Qualifications:

- Currently pursuing a graduate degree in Marketing, Communications, Journalism, Science Writing, Digital Humanities, Information Science, or a related field
- Proficient in Microsoft Office Suite including Word, Excel, and PowerPoint; experience with graphic design, social media platforms, and/or CMS is preferred
- Good communication and interpersonal skills
- Relevant work or project experience in technical writing, UX writing, usability testing, content/creative strategy, health communication, social media management, digital advertising, SEO, and/or Google analytics
- Available to work full time in Memphis, TN for 10-12 weeks during the summer

Apply:

Interested students may submit information to Diane Roberts at diane.roberts@stjude.org.
<https://www.stjude.org/education-training/predoctoral-training/internships/marketing-management-graduate-internship.html>

Deadline: Cover letter and resume PDF, and unofficial transcripts by 12am midnight CST on January 31, 2019. Offers will be made by February 28, 2019.