



# Marketing and Communications Coordinator

## Position Announcement

 Washington University in St. Louis

GEPHARDT INSTITUTE FOR  
CIVIC AND COMMUNITY ENGAGEMENT

To Apply:  
[jobs.wustl.edu](https://jobs.wustl.edu)

## About The Gephardt Institute

The Gephardt Institute for Civic and Community Engagement's mission is to foster a vibrant culture of civic engagement across Washington University, realized by engaged citizens, scholarship, and partnerships that advance the collective good. Through both academic and co-curricular initiatives, the institute educates students for lifelong engaged citizenship, catalyzes partnerships that respond to community needs and priorities, and infuses civic engagement throughout the Washington University experience.

As a university-wide interdisciplinary initiative, the Gephardt Institute serves all academic schools, university departments, undergraduate students, and graduate students, reporting to the Executive Vice Chancellor for Civic Affairs and Strategic Planning and to the Provost's Office. The institute is non-partisan and proactively seeks to support and include diverse backgrounds, perspectives, and ideologies, with strong attention to equity.

The Gephardt Institute team is comprised of individuals who are mission-driven, values-focused, dynamic, collaborative, visionary, and passionate about the role of civic engagement in a thriving democracy. The institute upholds the values of inquiry, empathy, collaboration, integrity, equity, and action. The staff focuses on four primary audiences: undergraduate and graduate students, faculty, community organizations in the St. Louis region, and alumni and donors.

Since the institute's founding in 2005 by Congressman Dick Gephardt, the professional staff size has grown from two to thirteen, with eight or more part-time, short-term, and adjunct positions and 10-20 paid interns/fellows from undergraduate and graduate programs. The institute recently relocated to the historic Stix House as its sole occupant. The institute offers a broad range of programs and services to the Washington University community and to partners in the St. Louis region, such as the Civic Scholars Program; support for faculty teaching Community Engaged Courses; Engage Democracy; new student engagement; and Civic Engagement Fund grants for community partnerships.

## Position Summary

The Marketing & Communications Coordinator will support the Marketing & Communications Manager with implementing a comprehensive brand vision and communications strategy to engage the Gephardt Institute's internal and external audiences. This position will be at the forefront of the Gephardt Institute's brand and will focus on bridging the institute's mission, vision, and values with our stakeholders through engaging visual and written storytelling content and live-event support. This will include: designing and editing content for the institute's collateral materials, electronic newsletters, social media platforms, fundraising proposals, donor reports, event materials, and website.

Graphic design and digital communications are the primary responsibilities for this role.

# Primary Duties and Responsibilities

## 1 CONTENT CREATION

Take a lead role in conceiving, creating and distributing content for external and internal audiences. Your responsibilities will include:

- Collaborate with Marketing & Communications Manager to develop design concepts and execute print and digital campaigns promoting institute programs, initiatives, and events.
- Design visually appealing and relevant content for electronic and print distribution, including but not limited to invitations, postcards, banners, posters, digital TV slides, social media posts, e-newsletters, event programs, and materials for fundraising and donor cultivation/stewardship in alignment with institute and university brand standards.
- Support the regular updating of existing templates for brochures, reports, and other materials.
- Oversee print requests, orders, and distribution for marketing needs.
- Leverage cross marketing opportunities from within the university.

## 2 DIGITAL COMMUNICATIONS

Support and help coordinate Gephardt Institute social media, newsletters, website content, and marketing. Responsibilities will include:

- Work with Marketing & Communications Manager to grow an impactful online presence.
- Oversee weekly schedule of written and visual content for social media platforms (including but not limited to Facebook, Twitter, Instagram, and LinkedIn) in alignment with marketing campaigns and provide input on techniques to increase visibility and engagement. This includes recruiting followers and monitoring analytics.
- Coordinate photography and video requests for institute programs, initiatives, and events.
- Assist with content development and regular updates to institute website.
- Monitor and adapt to the latest trends in the digital communications landscape to engage target audiences.

# Primary Duties and Responsibilities

## 3

### EVENT AND ADMINISTRATIVE SUPPORT

Help bring the Gephardt Institute brand to life through in-person and virtual event support and by ensuring our space on the Danforth Campus is representative of our mission, vision, and values. Responsibilities will include:

- Assist with all aspects of planning and executing high-impact events, including but not limited to National Council meetings and the annual Gerry and Bob Virgil Ethic of Service Awards. This includes facilitating event logistics (purchasing supplies, event set-up and clean-up, working with outside vendors, providing technology support, assembling event materials, etc.), staffing events, and collaborating with staff on event invitations, run-of-show, and other details.
- Model and help build a culture of exceptional customer service with attention to equity and accessibility for all stakeholders, including students, campus and community partners, donors, alumni, and other visitors.
- Ensure a high-quality and consistent stakeholder experience by helping to develop and implement event and hospitality standards, processes, and procedures. Assist staff in adopting these standards and engage in a process of continuous improvement to enhance the stakeholder experience.
- Provide critical support to ensure smooth operations of the institute, including but not limited to helping to maintain and organize common/public spaces and supplies, greeting and serving institute visitors, assisting with mailings or assembling materials, and supporting standard office tasks as needed.
- Perform other duties as assigned.

## Minimum Education and Experience

- Bachelor's degree in communication design, marketing, communications, journalism, English, or related field.
- 1-2 years of responsibility in the area of marketing communications.
- Demonstrated design experience and excellent eye for creating and reviewing visual communications.
- Demonstrated experience with social media management.
- Ability to craft marketing strategies, messaging, and tone for a wide variety of audiences.

## Preferred Education and Experience

- 3 or more years of progressive responsibility in the area of marketing communications.
- Prior experience with nonprofits, civic engagement, public service, K-12 education, higher education, domestic/international volunteering, and/or social movements.
- Although not a requirement, experience or proficiency with photography and with video editing is a plus.
- Experience organizing and planning events.
- Experience with fundraising communications.

## Critical Skills and Expertise

- Demonstrated design skills and proficiency with Adobe Creative Suite (InDesign, Photoshop, and Illustrator).
- Excellent interpersonal and written/verbal communication skills, including with diverse populations, and for different mediums.
- Ability and sensitivity in developing communications for – and interacting with – a racially, culturally, and socioeconomically diverse range of stakeholders. Commitment to continuous learning about cultural humility and equity.
- Excellent analytical, organizational, problem-solving skills, and project management skills.
- Strong time management, attention to detail, and ability to plan ahead.
- Ability to function both independently and collaboratively in a dynamic environment with multiple functions, audiences, and priorities.
- Energy, vision, initiative, creativity, empathy, humility, tolerance for ambiguity, ability to embrace and navigate change, sound judgment, diplomacy, tact, and sense of humor.
- Enthusiasm and ability to work in a dynamic, highly collaborative environment with multiple functions, audiences, and priorities.
- Ability and willingness to work evening and weekend hours for special projects, events, and deadlines in service to the institute's mission.

"At Washington University, we welcome difference on our campus in the form of gender, race, ethnicity, disability, neurodiversity, geography, socioeconomic status, age, political views, religion, philosophy, sexual orientation, gender identity or expression and veteran status. This is central to our mission as we continue to prepare values-oriented, compassionate individuals to be productive leaders in a global and rapidly changing society. These are not just ideals; they are competitive advantages and a central part of our relentless pursuit of excellence."

- Chancellor Andrew D. Martin