



Engage Democracy Marketing and Communications Assistant Paid Internship for Spring 2024

Internship Overview

The [Gephardt Institute for Civic and Community Engagement](#) is hiring for a paid undergraduate or graduate student intern to serve as the Engage Democracy Marketing and Communications Assistant. The Marketing and Communications Assistant will work with the professional staff and student interns who comprise the marketing and communications team to manage communication and outreach to the Washington University community. Communications include the weekly Opportunities newsletter, monthly newsletter, online content, documenting stories from our programs and initiatives, and creating written content for social media outlets. The position supports additional writing, marketing, and outreach projects as needed. This position reports to the Marketing and Communications Manager.

Responsibilities include, but are not limited to, the following:

Marketing and Communications Strategy

- From templates, produce Engage Democracy collateral for events, voter engagement information, signage, and other design needs.
- Making and updating our student/faculty/staff election toolkit
- Supporting Voter Engagement Hubs across campus by researching connections between their area of expertise and voting, creating graphics, updating resources
- Provide input on marketing techniques to increase visibility and visits to our website and social media platforms (including Facebook, Twitter, Instagram, and LinkedIn), and awareness of institute initiatives, programs, and events.

Writing and Outreach

- Manage communication for all Engage Democracy event submissions on Gephardt Institute website, WUGO, and partner newsletters (e.g., WUSA, Sophomore Bulletin, Student Affairs).

- Work with MarComm team and campus partners to disseminate Engage Democracy event and programming information via Happenings, WUGO, campus digital displays, and newsletters on campus, as well as direct outreach to campus partners and student groups.
- Edit, publish, and periodically write announcements and event postings for the Gephardt Institute's website
- Support distribution of marketing materials and in person outreach as needed.

Web & Social Media

- Regularly update Engage Democracy web presence, guides and documents to add event listings and election information, as well as review weekly for accuracy, completeness, and ease of navigation.
- Support the Marketing & Communications team by executing website edits and building new web pages requested by Gephardt Institute staff.
- Proactively analyze website content to ensure alignment with key messaging and brand strategy.

Serve as an essential member of the Gephardt Institute staff:

- Attend bi-monthly staff meetings for ongoing professional development and office-wide coordination.
- Support Gephardt Institute office efforts including staffing the reception desk, supporting special events, and posting flyers as needed.
- Participate in team efforts outside the office during special events, Gephardt Institute sponsored events, and other relevant outreach.
- Assist students and student groups seeking information about community service opportunities through on-campus groups and off-campus agencies.
- Write a semester report and update the Coordinator manual each semester.
- Model professionalism and ethical leadership in and outside the office through adherence with Washington University policies and procedures, office expectations, and standards.

Desired Qualities of Successful Candidates

- ✧ Initiative and professionalism
- ✧ Interest & willingness to learn about election laws in Missouri
- ✧ Strong interpersonal and organization skills
- ✧ Interest in civic and community engagement
- ✧ Professional oral and written communication skills
- ✧ Strong writing and editing skills and attention to detail
- ✧ Familiarity with a range of social media platforms and trends

- ✧ Ability to manage and plan work under frequent deadlines
- ✧ Commitment to team approach
- ✧ Flexibility and creative problem-solving skills
- ✧ Tolerance for ambiguity
- ✧ Experience with WordPress is a plus
- ✧ Photography and video skills are a plus
- ✧ Experience with Canva is a plus
- ✧ Adobe Creative Suite skills are a plus

Time Commitment

Weekly time commitment may fluctuate depending on responsibilities. The intern is expected to work approximately ten hours per week. Hours are flexible based on student's schedule, occasionally include evening/weekend commitments, and generally occur in the office between 8:30am-5:00pm Monday through Friday. All Gephardt Institute interns are expected to attend a retreat that is scheduled at the beginning of the semester as well as 2 Gephardt Institute events.

Duration

The internship is Spring 2024 and renewable for the 2024-2025 academic year.

Eligibility

Washington University students are eligible to apply. Applicants must be in good standing with the university and cannot be on academic probation. Preference is given to Federal Work Study eligible applicants, but all students are encouraged to apply.

Compensation & Benefits

The Gephardt Institute's starting pay rate for undergraduate students is \$12.00 per hour, and for graduate students is \$15.50 per hour, payable bi-weekly. Applicants with previous full-time professional experience (including national and international service such as AmeriCorps, Teach For America, and Peace Corps) may request a higher starting rate.

Application Process

To apply, please include a cover letter and your resume.