

Marketing and Communications Assistant

Paid Internship for Fall 2024 and Spring 2025

Internship Overview

The [Gephardt Institute for Civic and Community Engagement](#) is hiring for a paid undergraduate student intern to serve as a 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 Digital Communications Specialist.

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

Marketing and Communications Strategy

- Collaborate with the Marketing and Communications team to build and execute a year-round marketing and communications strategy and develop campaign specific plans aligned to the institute brand.
- 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.
- Assess and make suggestions for improvement in communications and outreach strategies tailored to target audiences.
- Support data entry via the institute's e-newsletter platform (Emma).
- On a biweekly basis, collect and document outreach and growth metrics and data across platforms, including social media, web, podcasts, YouTube and newsletters.
- Investigate and assess the platforms and outlets used by student audiences and make recommendations about their value and potential development for Gephardt Institute communication strategies.

Writing and Outreach

- Assemble weekly Opportunities newsletter and work with professional staff to review and ensure completeness and accuracy. The newsletter goes out every Friday that classes are in session and is designed in the Emma email marketing platform.
- Cultivate new submissions to the weekly Opportunities newsletter by identifying additional opportunities available to students and promoting the newsletter as a valuable resource for student groups and departments.
- Submit Gephardt Institute events to University-wide calendars, e.g. Happenings, WUGO.
- Regularly submit Gephardt Institute public events from our website to partner newsletters (e.g., WUSA, Sophomore Bulletin, Student Affairs, etc.).
- Edit, publish, and periodically write announcements and event postings for the Gephardt Institute's website and event calendar.
- Support distribution of marketing materials and in person outreach as needed.

Web & Social Media

- Support the Marketing & Communications team by executing regular website edits (via Wordpress) and building new calendar events and web pages as requested by Gephardt Institute staff.
- On a regular basis, update News & Events listings on the Gephardt Institute website and ensure complete archive of Events such as the Civic Café, Food for Thought, Engage STL Trips, ChangeMaker, and Engage Democracy 2024 Series.
- Build and update people profiles for new staff members, Gephardt-involved students, and program alumni.
- Collaborate with team to manage electronic communication through social media platforms, blogs, and other Gephardt Institute publicity. This includes posting new content and recruiting followers.
- Capture and create content for social media in alignment with each campaign to share via social media platforms. Generate ideas that build on current social media trends to best reach student body.

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

- Enthusiasm and dedication to our mission
- Strong interpersonal and organization skills
- Interest in civic and community engagement
- Initiative and professionalism
- Willingness to learn new skills and programs
- 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
- Creativity and innovation
- 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
- Adobe Creative Suite and Canva skills are a plus

Time Commitment + Expectations

The intern is expected to work approximately 10 hours per week. Set weekly work schedule is based on the student's schedule and will occur in-person at Stix House, 6470 Forsyth Blvd. between 8:30 a.m. and 5 p.m., Monday through Friday. The position will occasionally include evening/weekend commitments. Weekly time commitment may fluctuate depending on Gephardt Institute needs and students' academic responsibilities.

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. MarComm interns will also be expected to attend a full-team lookahead meeting on a biweekly basis.

Duration

The internship is for Fall 2024 through Spring 2025.

Eligibility

Washington University students who will be undergraduates in 2024 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.

Remuneration

\$12.00 per hour, paid bi-weekly.

Application Process

Applications will be accepted on a rolling basis through 11:59 PM on May 3, 2024. To apply, please complete a [staff application form](#) through the Gephardt Student Internship Program website and submit a resume and a cover letter. If you have any questions about the position or process to apply, please contact Danielle Ellis, Operations Manager at ellisd@wustl.edu.