

Marketing and Communications Graphic Designer

Paid Internship for Fall 2023 and Spring 2024

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 Graphic Designer. The Graphic Designer will work with the professional staff and student interns who comprise the marketing and communications and the Engage Democracy teams to develop graphic content for outreach to the Washington University community. Communications include the weekly Opportunities newsletter, monthly newsletter, online content, supporting stories from our programs and initiatives with graphic design, and creating visual 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.
- Assess the audiences represented in our stories and communications materials and seek to maintain a diverse range of viewpoints and backgrounds, including voices traditionally underrepresented in higher education.

Graphic and Layout Design

- Complete requests by Marketing and Communications professional staff to develop graphics, graphic templates, and pagination to support informing and promotion of Gephardt Institute events, programs, and initiatives, and which complement the institute pillars, key messaging, and strategic plan.
- Design website banners and social media promotions for the Civic Café, Food for Thought, Engage STL Trips, ChangeMaker, and Engage Democracy 2024 Series.
- Support the Digital Communications Coordinator in development of institute branding and branding for institute initiatives and programs in alignment with University style and Gephardt visual identity.
- Support the Engage Democracy team and Civic Engagement Manager by proactively seeking out and creating designs that highlight local and regional lawmakers, explainers on local government office services and responsibilities, nonprofit missions, etc.
- Ideate and design nonpartisan social media content to engage students around elections, current events, and other civic topics.
- Regularly submit designs that promote Gephardt events to campus partners for digital displays, web calendars, and other methods of collaboration.
- Support distribution of marketing materials and in person outreach as needed.

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
- Adobe Creative Suite and Canva skills
- Experience with WordPress is a plus
- Photography and video 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 2023 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 p.m. 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.