Development Assistant
Paid Internship for Fall 2019-Spring 2020

Internship Overview
The Gephardt Institute for Civic and Community Engagement is hiring for a paid undergraduate or graduate student intern to serve as a Development Assistant. The Development Assistant will support fundraising and stewardship efforts at the Gephardt Institute through work with the professional staff and student interns who comprise the marketing and communications team and with the Director of Development for University Initiatives. The position will provide critical support to the institute’s success in engaging alumni and non-alumni donors, prospective donors, parents, and friends. The position reports to the Marketing and Communications Manager and will provide the selected student with experience in fundraising, donor stewardship, writing and outreach, event management, and communications strategy.

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

Writing and Outreach
• Support institute communications showcasing the successes, reflections, and data from institute initiatives and events via the institute’s website, social media platforms (Facebook, Twitter, Instagram, and LinkedIn), and annual Year in Review report.
• Coordinate production of email and print communications for quarterly donor appeal letters, inserts, and acknowledgement letters; program overview pages; event invitations; stewardship reports; proposals; and other donor-related communications. This will involve serving as a liaison with printing companies, monitoring timelines, and reviewing drafts and proofs.
• Manage data entry and queries of students, staff, faculty, alumni, and friends who are connected to the Gephardt Institute via the institute’s online database management tool (Zoho).
• Provide input on marketing techniques to increase visibility and visits to the institute’s website and social media platforms, as well as awareness of institute initiatives, programs, and events, with a focus on alumni and non-alumni donors, prospective donors, parents, and friends.
• Identify alumni who may be interested in connecting via the Gephardt Institute’s LinkedIn page.

Event Planning and Administration
• Develop and monitor planning timelines in project management online tool (Asana) for special events that engage alumni and non-alumni donors, prospective donors, parents, and friends.
• Offer and document ideas for improvement to events and planning procedures.
• Create and order event materials (maps/directions, parking placards, nametags, sign-in sheets, table tents, packets, and signage).
• Prepare communications before and after events as needed.
• Monitor and share event RSVPs with designated staff.
• Communicate reminders and follow up to event participants in coordination with the institute’s Office Coordinator and Event Assistant.

Communications Strategy
• Collaborate with the Director of Development for University Initiatives and Marketing and Communications Manager to build and execute a year-round marketing and communications strategy for development needs, and create campaign-specific plans aligned to the institute brand.
• Assess and make suggestions for improvement in communications and outreach strategies tailored to alumni and non-alumni donors, prospective donors, parents, and friends.
• Identify communications outlets across the campus community to convey the institute’s outcomes and impact.

Serve as an essential member of the Gephardt Institute staff:
• Attend kick-off staff retreat and bi-monthly staff meetings for ongoing professional development and office-wide coordination.
• Support Gephardt Institute office efforts including staffing the reception area, supporting special events, and posting flyers as needed.
• Participate in team efforts outside the office during special events such as the Activities Fair, 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 intern 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
✦ Superior writing and editing skills with attention to detail
✦ Excellent interpersonal and organization skills
✦ Interest in civic and community engagement
✦ 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
✦ Diplomacy, tact, sound judgement, and ability to handle sensitive information
✦ Experience with Adobe InDesign, Photoshop, and Illustrator is valuable but not required

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.

Duration
The internship is for Fall 2019 and Spring 2020, with the possibility of renewal the following year if mutually desired.