Engage Democracy - Communications Coordinator
Paid Undergraduate Internship for Fall 2019, Spring 2020, and Fall 2020

Internship Overview
The Gephardt Institute for Civic and Community Engagement is hiring for a paid undergraduate student intern to serve as a Communications Coordinator for the Engage Democracy Initiative. The Engage Democracy - Communications Coordinator will work with the professional staff and student interns who comprise both the marketing and communications and the Engage Democracy teams to manage communication and outreach to the Washington University community regarding voter engagement, funding opportunities, events and to conduct outreach. Communications include the weekly Gephardt Institute Opportunities newsletter, online content, documenting stories from our programs and initiatives, and creating written content for social media outlets. This position is for Fall 2019, Spring 2020, and Fall 2020 and reports to the Marketing and Communications Manager.

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

Marketing and Communications Strategy
• Collaborate with the Marketing and Communications Manager to build and execute a year-round marketing and communications strategy, and develop campaign specific plans aligned to the Engage Democracy Initiative that includes information about WashU Votes and Voter Engagement, Common Ground and Election Year funds, workshops, and major events
• Provide input on marketing techniques to increase visibility and visits to our website and social media platforms (including Facebook, Twitter, Instagram, and LinkedIn)
• Assess and make suggestions for improvement in communications and outreach strategies tailored to target audiences
• Support dissemination of messages through partnering offices and student groups including contributing to other newsletters, WUGO event postings, or requests for colleagues to forward email communications to their constituent groups

Writing and Outreach
• Contribute content aligned with Engage Democracy to the Gephardt Institute’s website, monthly newsletter, weekly Opportunities newsletter in MailChimp, and emails
• Document and write stories, successes, and reflections from Engage Democracy Initiative programs and events to share through communications
• Support distribution of marketing materials and in person outreach as needed

Social Media
• Collaborate with team to manage electronic communication through social media platforms including the WashU Votes Facebook page, blogs, and other Gephardt Institute publicity. This includes regularly posting new content and photos, recruiting followers, monitoring analytics, etc.
• Capture and create content for social media in alignment with each campaign to share via social media platforms
• Monitor trends in social media tools and applications, and make recommendations to the team in order to leverage social media opportunities for marketing

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 desk, 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.
- 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
- Strong interpersonal & 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 plans and work under frequent deadlines
- Commitment to team approach
- Flexibility and creative problem-solving skills
- Tolerance for ambiguity
- Photography and video 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. Ideally the Marketing Coordinator will be available for orientation meetings in early May 2019 and would begin the first week of school in August 2019.

Duration
This position will include a season of outreach during fall 2019, the Presidential Primary Election in spring 2020, and the Presidential Election in fall 2020, and requires a commitment of three academic semesters with the possibility of continuation through spring 2020.

Eligibility
Washington University students who will be undergraduates in 2019 and 2020 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
$9.00 per hour, paid bi-weekly.

Application Process
To apply, please complete a staff application form through the Gephardt Student Internship Program website and submit a resume and a cover letter. Writing samples and/or portfolios may be included and will be requested of finalists who are invited to interview. If you have any questions about the position or process to apply, please contact the Associate Director and Chief of Staff, Shruti Desai, at shrutipdesai@wustl.edu.