Marketing and Communications Assistant
Paid Internship for 2021 - 2022

Internship Overview
The Gephardt Institute for Civic and Community Engagement is hiring for a paid undergraduate or graduate student intern to serve as a Marketing and Communications Assistant on the Marketing and Communications Team. The Marketing and Communications 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 Advancement. 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:

Communications Strategy
- Collaborate with the Director of Advancement and the 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.
- Help design and implement a crowdfunding campaign, including establishing campaign metrics, developing a marketing plan and timeline to reach target audiences, and create digital assets in support of outreach and awareness efforts.
- Identify communications outlets across the campus community to convey the institute’s outcomes and impact.

Writing and Creative Content
- 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.
- In coordination with Institute staff, design and produce materials that introduce key Institute programs and initiatives to donor audiences.
- Identify alumni who may be interested in connecting via the Gephardt Institute’s LinkedIn page.
- Assist with donor stewardship through periodic donor appreciation calls and/or emails, and drafting Director’s new fiscal year message to donors.

Event Planning and Administration
- Offer and document ideas for improvement to events and planning procedures.
- Assist in video procurement and production needs for special events, and create event materials.
- Monitor and share event RSVPs with designated staff, and communicate reminders and follow up to event participants in coordination with institute staff.
Serve as an essential member of the Gephardt Institute staff:

- Attend student 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 the Gephardt Institute’s values of Inquiry, Empathy, Collaboration, Integrity, Equity, and Action, as well 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
- Ability to understand perspectives from multiple identities and stakeholders
- 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 eight to ten hours per week. Hours are flexible based on student’s schedule, occasionally include evening/weekend commitments, and generally occur in the office between 8:30 a.m.-5 p.m. Monday through Friday.

**Compensation**
$11.50 per hour, payable bi-weekly

**Duration**
The internship is for fall 2021 through spring 2022, with the possibility of renewal the following year if mutually desired.

**Application Process**
Applications will be accepted on a rolling basis through Friday, September 3 at 5 p.m. 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 Shannon Burke-Kranzberg, Chief of Staff, at [shannon.burke-kranzberg@wustl.edu](mailto:shannon.burke-kranzberg@wustl.edu).