Marketing & Communications Manager
Position Announcement

Washington University in St. Louis
Gephardt Institute for Civic and Community Engagement

To Apply:
jobs.wustl.edu
About The Gephardt Institute

The Gephardt Institute for Civic and Community Engagement’s mission is to foster a vibrant culture of civic engagement across Washington University, realized by engaged citizens, scholarship, and partnerships that advance the collective good. Through both academic and co-curricular initiatives, the institute educates students for lifelong engaged citizenship, catalyzes partnerships that respond to community needs and priorities, and infuses civic engagement throughout the Washington University experience.

As a university-wide interdisciplinary initiative, the Gephardt Institute serves all academic schools, university departments, undergraduate students, and graduate students, reporting to the Provost’s Office. The institute is non-partisan and proactively seeks to support and include diverse backgrounds, perspectives, and ideologies, with strong attention to equity.

The Gephardt Institute team is comprised of individuals who are mission-driven, values-focused, dynamic, collaborative, visionary, and passionate about the role of civic engagement in a thriving democracy. The institute upholds the values of inquiry, empathy, collaboration, integrity, equity, and action. The staff focuses on four primary audiences: undergraduate and graduate students, faculty, community organizations in the St. Louis region, and alumni and donors.

Since the institute’s founding in 2005 by Congressman Dick Gephardt, the professional staff size has grown from two to thirteen, with eight or more part-time, short-term, and adjunct positions and 10-20 paid interns/fellows from undergraduate and graduate programs. The institute recently relocated to the historic Stix House as its sole occupant. The institute offers a broad range of programs and services to the Washington University community and to partners in the St. Louis region, such as the Civic Scholars Program; Engage Democracy; St. Louis summer fellowship programs, new student engagement, and support for faculty teaching Community Engaged Courses.

Position Summary

The Marketing and Communications Manager leads the development and implementation of a comprehensive communications strategy to engage internal and external stakeholders – including students, faculty, staff, community partners, alumni, parents, donors, and prospective donors. Responsibilities include conceptualizing, acquiring, creating, editing, and delivering
content in traditional and innovative ways across multiple channels and diverse audiences in support of the institute’s strategic plan and the university’s mission. This individual oversees the audience experience for the Gephardt Institute and a broad range of communication outlets. Digital communications and website management are primary responsibilities, with particular emphasis on the user experience, as is management of the institute’s brand and customer relationship management (CRM) database.

As the institute’s leader of marketing and communications, the Manager serves as visionary, supervisor, and project manager for a full-time Marketing and Communications Coordinator and a team of student interns, working in close collaboration with institute staff, University Marketing and Communications, and University Advancement in alignment with institute and university brand standards and the institute’s core values.

Primary Duties and Responsibilities

COMMUNICATIONS STRATEGY
Lead brand positioning and continued development of the communications strategy in order to engage the Gephardt Institute’s internal and external audiences. Evaluate the effectiveness of outreach and build structures to enable the success of the communications team. Responsibilities will include:

- Develop, plan, implement, and evaluate comprehensive communications strategy – including digital communications and events – designed to drive quality engagement with internal and external stakeholders with a wide range of interests and social identities, including students, faculty, staff, community partners, alumni, parents, donors, and prospective donors.
- Develop institute messaging and brand standards with attention to alignment with the university’s communication strategy and the institute’s values and the needs of key audiences.
- Train and support staff to represent and activate the Gephardt Institute brand effectively through building sustainable systems, procedures, and templates.
- Apply qualitative and quantitative measurement tools to guide communications planning, in alignment with the institute’s strategic plan.
- Leverage marketing and communications opportunities from within and outside of the university. Serve as the institute’s liaison and collaborate with other university communications departments, University Marketing and Communications, University Advancement, external vendors, and the National Advisory Council workgroup on communications.
CONTENT CREATION AND EVENTS
Envision campaigns, events, and visual standards. Delegate tasks across marketing team, offering support as needed. Play a role in conceiving, creating and distributing content for external and internal audiences. Ensure consistency of brand throughout all materials. Your responsibilities will include:

- Serve as project manager for all facets of content creation and marketing communications, such as collateral development (including conceptualizing and writing), photography, video, and marketing campaigns for institute programs and resources. Plan, coordinate, delegate, and implement concurrent projects and multiple collaborators. Develop and manage workflows and project assignments to support communications across all institute functions.
- Supervise Marketing and Communications Coordinator and a team of student interns (and/or graduate assistants) to design, write, and execute electronic communications, print materials, social media campaigns, video, and marketing efforts.
- Cultivate, write, edit, and disseminate stories that highlight the institute’s impact across all communication platforms. This includes long and short form narratives, data visualization, visual communications, and video.
- Design, or supervise design of, visually appealing and relevant content for electronic and print distribution, including digital slides, flyers, postcards, banners, invitations, reports, and event programs in alignment with brand standards.
- Coordinate production of digital and print communications for fundraising, donor cultivation, and stewardship, including annual reports, appeals, campaigns, program and stewardship reports, event invitations, proposals, donor communications, and other relevant materials.

DIGITAL AND TARGETED COMMUNICATIONS
Oversee key areas of digital collateral and outreach. Increase brand visibility and develop engagement strategies for each platform. Responsibilities will include:

- Manage website, including content development and training staff on relevant functions.
Create, manage, and sustain an impactful online presence through social media, website, and targeted email marketing to internal and external stakeholders. Enhance institute profile by keeping abreast of latest technology applications and trends.

Oversee social media outreach and monitor analytics in coordination with the Marketing and Communications Coordinator to grow online presence, visibility, and engagement. Key platforms include Instagram, Facebook, Twitter, and LinkedIn.

Oversee management, distribution, writing, and editing of regular electronic newsletters (including weekly Opportunities newsletter, monthly newsletter, and quarterly communications to program alumni).

Oversee implementation, continuous improvement, and maintenance of customer relationship management database. Oversee the process of data entry and cleaning. Provide staff with data and training as needed. Utilize database for key outreach efforts such as newsletters, targeted marketing, and event invitations, and for record-keeping.

Contributes to initiatives, meetings, and events of the Gephardt Institute, including developing strategy and vision for initiatives, planning processes, special projects, and special events. Perform other duties as assigned.

**Applicant Special Instructions**

Please include a cover letter and resume with your submission.

**Preferred Qualifications**

- Master’s degree in business administration, marketing, communications, journalism, English, or related field
- 5 or more years of progressive responsibility in the area of marketing and communications
- Demonstrated experience in strategic communications and experience integrating the latest technologies to support communications objectives
- Experience in leading and facilitating teams to develop targeted marketing communications plans
- Experience in generating and using market research data to drive plan development
- Experience with fundraising communications
- Professional experience in nonprofits, civic engagement, public service, community development, higher education, K-12 education, social movements, and/or domestic/international volunteering.
Required Qualifications

- Bachelor’s degree and 5 years, or Master’s degree and 3 years of experience with in the area of marketing and communications
- Demonstrated track record of creativity and effectiveness in developing and executing strategic communications plans to achieve results
- Demonstrated knowledge of best practices and current trends
- Demonstrated experience with website and social media management
- Ability to craft marketing strategies, messaging, and tone for a wide variety of audiences, ranging from students to donors
- Demonstrated experience with and enthusiasm for civic engagement, community engagement, civic learning, community development, community partnerships, social change, and/or related areas.

Critical Skills and Expertise

- Excellent organizational, analytical, planning, problem-solving, and project management skills. Strong time management, attention to detail, ability to manage multiple priorities, and ability to forecast and plan work across teams, while maintaining a landscape view of priorities, values, and vision
- Passionate storyteller with superior writing and editing skills, and sensitivity to nuance and tone
- Proficient design skills, comfort with Adobe Creative Suite including InDesign, and excellent eye for creating and reviewing visual communications
- Excellent interpersonal skills with ability and sensitivity in interacting with – and developing compelling communications for – a racially, culturally, and socioeconomically diverse range of stakeholders, including faculty, staff, students, campus colleagues, alumni, community partners, donors and prospective donors, and senior-level administrators and external advisors. Commitment to continuous learning about cultural humility and equity.
- Commitment to the Gephardt Institute’s values of Inquiry, Empathy, Collaboration, Integrity, Equity, and Action.
- Energy, vision, initiative, creativity, empathy, humility, tolerance for ambiguity, ability to embrace and navigate change, sound judgment, diplomacy, tact, and sense of humor
- Enthusiasm and ability to work in a dynamic, highly collaborative environment with multiple functions, audiences, and priorities
- Demonstrated ability to lead from a middle management position
- Ability and willingness to work evening and weekend hours for special projects, events, and deadlines in service to the institute’s mission
- Experience with website management and email marketing software
- Experience in using CRM systems to develop and manage constituent relationships. Experience in using data from these systems to develop and execute targeted communications via e-mail campaign management systems. (required)
- Experience with project management software or online tools. (required)
- Ability to identify, learn, integrate, utilize, and train others on electronic tools that enhance work productivity and effectiveness. (required)
- Although not a requirement, experience or proficiency with video editing software would be a plus.

"At Washington University, we welcome difference on our campus in the form of gender, race, ethnicity, disability, neurodiversity, geography, socioeconomic status, age, political views, religion, philosophy, sexual orientation, gender identity or expression and veteran status. This is central to our mission as we continue to prepare values-oriented, compassionate individuals to be productive leaders in a global and rapidly changing society. These are not just ideals; they are competitive advantages and a central part of our relentless pursuit of excellence."

- Chancellor Andrew D. Martin

To learn more about the Gephardt Institute, please visit gephardtinstitute.wustl.edu.