

## Position and department overview

The Integrated Marketing & Communications Specialist (IMC) is a student employee hired by Student Transitions & Family Programs within the Division of Student Affairs to assist with digital, print, and social media communications that aid the department in meeting its mission. This position is a member of the STFP Marketing and Communications team which includes the Graduate Fellow for Communications, the graphic designers, and the photographers and videographers. The IMC Specialist will have 1:1s with their supervisor, one to two monthly meetings with the Marketing & Communications team, weekly in-office hours, and some remote work hours. This position is supervised by the Graduate Fellow for Communications.

Student Transitions & Family Programs (STFP) supports new students through their transition into the WashU community to assure they build and sustain their academic and personal goals. STFP brings together people, programs, and resources to provide an undergraduate experience of exceptional quality where all students are known by name and story and where they prepare themselves for lives of purpose and meaning.

## Primary Duties

1	Develop and coordinate various communication and outreach strategies to populations (new students, family members, student leaders) through platforms such as e-newsletters, webinars, publications, and social media	80%
2	Continually read, understand, and implement university and divisional branding guidelines and updates.	15%
3	Perform other duties as assigned.	5%

## Essential responsibilities

- Develop communication and outreach strategies for all Student Transitions & Family Programs events and initiatives including maintaining communications timelines, coordinating with the STFP Marketing & Communications team, and maintaining records
- Develop and maintain media in line with university and department style guides including updating presentations, and formatting reports and documents
- Coordinate digital and social media marketing to new students and families. This may include serving as the Facebook administrator for the Class of 2026 and Transfer & Exchange student Facebook groups, coordinating Student Transitions Instagram, uploading content to YouTube, and other social media initiatives
- Assist with e-newsletters such as the Bear Bulletin, Family Ties, and WUSA Insider
- Other duties as needed.

## Education & experience required:

- Be returning, full-time undergraduate students for the Fall 2022 and Spring 2023 semesters, studying on the Danforth campus.

- Must be in good academic and student conduct standing for the Fall 2022 and 2023 Spring, Summer, and Fall semesters.
- Maintain a cumulative GPA of 2.75 or higher and a semester GPA of 2.75 or higher during semester prior to application as well as during semesters employed. Applicants who have under a 2.75 cumulative GPA may still apply, however STFP will consult with your 4-year academic adviser.
- Must have above average knowledge of digital & social media. Knowledge of Facebook, Instagram, and Microsoft Suite (i.e. Word, PowerPoint, Excel) is required.

## **Salary range:**

- Hourly position. Student graphic designers will be paid \$12.25 per hour. Interested candidates can expect to work between 10-15 hours per week throughout the Spring and Fall semester and between 5-10 hours per week during the summer months.

## **How to apply:**

- Please submit application materials, including a resume, to Student Transitions & Family Programs via [newstudents.wustl.edu](http://newstudents.wustl.edu). Applicants will be asked to provide information in a form, provide a resume, respond to a social media plan prompt, and sign up for an interview. The priority deadline for the position is September 23, 2022. Student Transitions & Family Programs may access an applicant's academic and conduct record to check for academic and university standing.

## **For more information:**

- For questions or more information, please contact Student Transitions & Family Programs at [transitions@wustl.edu](mailto:transitions@wustl.edu), 314-935-5040