

Marketing and Communications Writer

Paid Internship for Fall 2024 – Spring 2025

Internship Overview

[The Gephardt Institute for Civic and Community Engagement](#) is hiring a paid undergraduate or graduate student intern to serve as a Marketing and Communications Writer on the Marketing and Communications Team. The Marketing and Communications Writer will support civic and community impact narrative storytelling 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 WashU students, alumni and non-alumni donors, prospective donors, University leadership, Gephardt Institute National Council, 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. In addition to writing and developing content, the intern will also post stories to the Gephardt blog and contribute to social media distribution.

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

Writing and Creative Content

- Attend routine and one-off Gephardt Institute events—including Civic Café, Food for Thought, Graduate Impact Forum, Civic Leadership trainings and immersion trips, and other regular events—to gather information, quotes and photos to develop news-style written and photographic coverage.
- Identify opportunities to develop content that supports and communicates, across audiences, the Gephardt Institute's key messaging, pillars, and strategic planning.
- Identify key stakeholders and recipients for stories, and work independently to make contact, arrange interviews and photos, and gather quotes and information.
- Support institute communications showcasing the successes, reflections, and data from institute initiatives, and events via the institute's website, newsletters, social media platforms (Facebook, Twitter, Instagram, and LinkedIn), and annual Year in Review report.
- Coordinate with the student Graphic Designer and student Photographer to request media content to support written and photographic storytelling.
- In coordination with Institute staff, produce written materials that introduce key Institute programs and initiatives to donor audiences.
- Regularly post stories to the Gephardt blog using WordPress, contribute to the Monthly Newsletter, and distribute complete work on relevant social media platforms.

Communications Strategy

- Identify, develop and pitch to Gephardt professional staff opportunities to tell the stories about Gephardt Institute that align with key messaging and strategic planning. 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.
- Attend weekly meetings with Marketing & Communications 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

Eligibility

Washington University students who will be enrolled during the 2023-2024 school year are eligible to apply. All majors and schools welcome. Students must be in good standing with the university and cannot be on academic probation. Preference is given to Federal Work Study eligible applicants though all students are welcome and encouraged to apply.

Time Commitment

The intern is expected to work approximately 10 hours per week. Set weekly work schedule is based on the student's schedule and will occur in-person at Stix House, 6470 Forsyth Blvd. between 8:30 a.m. and 5 p.m., Monday through Friday. The position will occasionally include evening/weekend commitments. Weekly time commitment may fluctuate depending on Gephardt Institute needs and students' academic responsibilities.

All Gephardt Institute interns are expected to attend a retreat that is scheduled at the beginning of the semester as well as two Gephardt Institute events. MarComm interns will also be expected to attend a full-team lookahead meeting on a biweekly basis.

Compensation

Undergraduate: \$12 per hour, payable bi-weekly

Graduate: \$15.50 per hour, payable bi-weekly

Duration

The internship is for fall 2023 through spring 2024, with the possibility of renewal the following year if mutually desired.

Application Process [TO EDIT]

Applications will be accepted on a rolling basis through 11:59 p.m. on May 3, 2024. 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 Scott Allen, Marketing and Communications Manager, at scott.allen@wustl.edu