Film and Media Assistant
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 Film and Media Assistant on the Marketing and Communications Team. The Film and Media Assistant will support video and podcast related marketing and communications efforts at the Gephardt Institute through work with the professional staff and student interns. The position will provide critical support to the institute’s outreach to students. The position reports to the Marketing and Communications Manager and will provide the selected student with experience in film, podcast development and communications strategy. The student will work closely with our MarComm and Engage Democracy teams and will report to the Marketing and Communication Manager.

Responsibilities include:

Video Development
- Contribute creative ideas and designs for marketing and promotion for the Gephardt Institute.
- Develop ideas for, pitch, and produce promotional long-form videos for events and programs such as, but not limited to Civic Action Week, Engage Democracy initiatives, St. Louis Fellows and Civic Scholars.
- Develop, pitch and create short-form, social media videos in a variety of styles, e.g. event previews, first-person narrative videos, brief interviews with students, WashU faculty/staff and St. Louis community members, quote videos, funny shorts, etc.
- Work with the MarComm Team, Student Engagement Specialist and other department and student staff to document institute events, programs, and initiatives with video; request and conduct video interviews of Gephardt Institute staff, students, key stakeholders, and campus and community partners; and produce long-form videos to tell stories in ways that promote and support Gephardt Institute pillars, values, and key messaging.
- Keep current with new and existing trends in the field of digital media as well as design/video editing programs.
- Attend Gephardt Institute events and programs to capture footage that can be used for future marketing.
- Perform other duties as assigned.

Marketing and Communications Strategy
- Help design and implement video campaigns for signature Gephardt Institute programming, 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, document and recommend trends in student messaging. Analyze which language and communications styles are most compelling for students, key phrasing, and relevant trends in social media.

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**

- Applicants should have relevant experience and/or coursework in creating and/or producing a podcast, as well as audio or film editing. Familiarity with the efforts of the Gephardt Institute and/or connected work greatly preferred.
- Editing skills with attention to detail
- Experience with Adobe InDesign, Photoshop, and Illustrator
- 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 2022-2023 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**

Applications will be accepted on a rolling basis through 11:59 p.m. on May 10, 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 Danielle Ellis, Operations Manager at ellisd@wustl.edu.