

Marketing and Communications Photographer

Paid Internship for Fall 2024 and Spring 2025

Internship Overview

The [Gephardt Institute for Civic and Community Engagement](#) is hiring for a paid undergraduate student intern to serve as a Marketing and Communications Photographer. The Marketing and Communications Photographer will work with the professional staff and student interns who comprise the marketing and communications team to support communication and outreach to the Washington University community and document Gephardt Institute events, programming, and initiatives. This position is responsible for capturing, selecting, and organizing the most effective photos for institute use, editing them to a high standard of quality, adding metadata, and archiving photos. This position reports to the Marketing and Communications Specialist.

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

Marketing and Communications Strategy

- Collaborate with the Marketing and Communications team to build and execute a year-round marketing and communications strategy and develop campaign specific plans aligned to the institute brand.
- Provide input on marketing techniques to increase visibility and visits to our website and social media platforms (including Facebook, Twitter, Instagram, and LinkedIn), and awareness of institute initiatives, programs, and events.
- Assess and make suggestions for improvement in communications and outreach strategies tailored to target audiences.
- Support Marketing and Communications efforts by capturing, selecting and editing photographs that align with the Gephardt Institute mission, key messaging, pillars, and values.

Photography, Photo Editing and Archiving

- Regularly attend Gephardt Institute events, including (but not limited to) weekly Civic Café and Food for Thought events, immersion tours and community site visits, Civic Leadership Program internship locations, Civic Action Week events, and special events held at Stix House, and capture photos to a high degree of quality.
- Contribute to social media promotion and documentation of institute events and outings, primarily on Instagram stories.
- Work with Gephardt Institute professional and student staff, instructors, and involved students to schedule, capture, and update their portraits/headshots and group photos.
- Intake photos into Adobe Lightroom Classic catalogs, select photos most effective for Gephardt Institute marketing and communications purposes, and edit selected photos with Lightroom to a high standard of quality.
- Field and complete requests from professional and student staff to locate photographs that complement storytelling works, promotional materials, social media posts, videos, reports, and presentations.
- Tag photos with comprehensive metadata tags using Adobe Lightroom and/or Adobe Bridge.
- Maintain photo archives, ensure adherence to file and taxonomy conventions, and sharing permissions on WUSTL Box.
- Distribute photos to Gephardt Institute staff, students, and campus and community partners.

- Maintain and suggest improvements of photography archive organizational structure and metadata.

Serve as an essential member of the Gephardt Institute staff:

- Attend bi-monthly staff meetings for ongoing professional development and office-wide coordination.
- Support Gephardt Institute office efforts including staffing the reception desk, supporting special events, and posting flyers as needed.
- Participate in team efforts outside the office during special events, 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 Coordinator manual each semester.
- Model 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

- Previous DSLR photography experience is required
- Novice or better experience with Adobe Lightroom Classic is required
- Initiative and professionalism
- Strong interpersonal and organization skills
- Interest in civic and community engagement
- Professional oral and written communication skills
- Strong attention to detail
- Ability to manage and plan work under frequent deadlines
- Commitment to team approach
- Flexibility and creative problem-solving skills
- Tolerance for ambiguity

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.

Duration

The internship is for Fall 2024 through Spring 2025.

Eligibility

Washington University students who will be undergraduates in 2023 are eligible to apply. Applicants must be in good standing with the university and cannot be on academic probation. Preference is given to Federal Work Study eligible applicants, but all students are encouraged to apply.

Remuneration

\$12.50 per hour, paid bi-weekly.

Application Process

Applications will be accepted on a rolling basis through 11:59 PM on May 10, 2023. 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.