

Communications & Marketing Intern

Organization: Washington University Medical Center Redevelopment Corporation (WUMCRC)

Location: 1408 Tower Grove Ave., Saint Louis, MO 63110

Organization Overview: Please Visit our website @ www.wumcrc.com

Position Overview:

Throughout the course of the internship, will become involved in holistic approaches to community development while working on neighborhood marketing, and assisting our project managers to build our organizational capacity with our online and social media presence. **To have a full internship experience**, the Communications and Marketing Intern will undertake a diverse role, actively participating in both communications/marketing activities and community development initiatives. This internship provides a holistic experience, allowing the intern to develop skills in both communications/marketing and community development for a well-rounded professional growth opportunity. The preferred candidate will have completed a minimum of 60 hours toward a degree in marketing, public relations or related field and the following skills:

- Communication (verbal and written)
- Excellent time management
- Creativity and design awareness
- Social media savviness
- Critical thinking
- Possesses research skills & is highly analytical
- Strict attention to detail
- Has self-direction & the ability to take initiative
- Experience with and working knowledge of the following programs: Adobe Creative Suite, Microsoft Office Suite, Wordpress and social media platforms

Qualifications:

Applicants should have a background in social media management and marketing, media studies, public relations or any other related field.

Primary Responsibilities:

Projects:

Under the direction of the intern program director and other organizational staff you'll lead and implement the following projects:

- a. Annual Reports & monthly neighborhood newsletter
- b. Execute social media strategy
- c. Manage websites
- d. Track and analyze marketing metrics
- e. Craft communication materials for effective stakeholder engagement
- f. Support neighborhood events and public relations
- g. Assist & implement standards of graphic design

Various Holistic Approaches:

Under the direction of WUMC Staff, assist in the holistic approach to community development, which

includes:

- Event Tracking
- Safety and Security Initiatives
- Forest West Property Inventory
- Video Editing
- Live Near Your Work Program
- Other (as needed) related duties

Under the direction of WUMC and CWE NSI staff, assist in a holistic approach to enhancing neighborhood safety awareness, which includes:

- Social media posts regarding safety events and tips
- Designing annual and periodic reports for the CWE NSI

Additional Responsibilities:

- a. Assist Community Development Managers in implementing and coordination human and social service programs in our service area
- b. Assist staff in providing technical assistance to stakeholders in our service area.
- c. Create and maintain annual reports on overall projects and activities in our service area

Position Type: Internship (approximately 20 hours/week: independent contractor). This position may require evening and weekend attendance. The successful candidate must be willing to commit to at least 6 months.

Salary: \$15/hour

Contact Info: For questions please call Samuel Odoom at (314) 747-2333 or email odoom@wustl.edu.

Application Requirements: Please send your resume, a cover letter, and a sample of you work to Samuel Odoom, odoom@wustl.edu, no later than **Sunday, March 31, 2024.**