



2019- 2020 MARKETING & COMMUNICATIONS INTERN

Job Description

Want a seriously awesome internship? Get an insider's look at Gilda's LaughFest, the nation's first-ever community-wide festival of laughter and one of the nation's marquee events for both participants and artists. This major 10- day Midwest festival is based in Grand Rapids and includes events throughout West Michigan. Created by Gilda's Club Grand Rapids and launched in March 2011 to celebrate laughter for the health of it, the festival features stand-up, improv, showcases, and a variety of seriously funny stuff.

It's an internship with a cause: all proceeds from LaughFest benefit the programs offered through Gilda's Club Grand Rapids, a free community with a comprehensive program of education, structured sharing times, networking, lectures, workshops, and social activities designed to support emotional health.

Gilda's LaughFest is seeking a Marketing & Communications Intern for the 2020 Festival. The Marketing & Communications Intern is responsible for assisting in the marketing, communication and branding efforts of LaughFest. The 10th Annual LaughFest will be held March 5-15, 2020.

This is an **unpaid** internship for approx. September 2019 – April 2020, up to 20 hours per week (higher hours during 10 days of the festival in March and reduced hours April 2020 for wrap up). Candidate must be able to complete the internship. Please note, part of the festival commonly falls within local colleges' spring break time; intern must be present for the duration of the festival. Experience may count toward school credit.

Essential Job Functions

- Draft and schedule compelling content that will be published on social media channels
- Plan, create and schedule email campaigns targeting constituent engagement and ticket sales
- Assist with website building and updates (no coding required)
- Plan and execute on the ground marketing efforts
- Assist in managing our volunteer team of photographers
- Track and analyze social media, media, community partner and sponsor engagement
- Stay up to date on digital marketing, advertising and comedy trends
- Assist with events as needed
- Other functions as assigned
- Interns do program observation, write goals & learning objectives and complete final wrap ups / written reflections, etc.
- Weekly meetings with staff supervisor

Minimum Requirements

- Actively enrolled in an accredited college or university in the fields of communication, health communication, public relations, nonprofit management, business, marketing or related field (preferred)
- Highly organized and detail oriented
- Excellent ability to communicate in person, print and electronically to variable audiences
- Ability to manage multiple projects simultaneously
- High level of integrity, diplomacy and initiative
- Writing and copy-editing experience is preferred
- Proficiency with Microsoft Office applications (especially Word & Excel) and Google (preferred)
- Experience with developing messages for social media (Facebook, Instagram, Twitter & LinkedIn)
- Experience with Adobe Creative Suite - InDesign, Photoshop Acrobat Pro (preferred)
- Pre- and Post-Festival, complete work during normal business hours (between 8:30AM-6:00PM) with some flexibility to assist occasionally evenings/weekends
- Commitment to providing up to 16 hours of assistance per week

Applicants, please email Résumé and Cover Letter to Ben Mepham, Volunteer Manager, LaughFest at bmepham@laughfestgr.org. No calls please.