



MARKETING & COMMUNICATIONS INTERN

Job Description

Gilda's LaughFest is seeking a Marketing & Communications Intern to assist in the marketing, communication and branding efforts of the festival. LaughFest 10 will be held March 5-15, 2020.

Get an insider's look at Gilda's LaughFest, the nation's first-ever community-wide festival of laughter. This major 10-day festival is based in Grand Rapids and includes events throughout West Michigan. 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, who provide free emotional healthcare to children, adults, families, and friends on any kind of cancer journey or those grieving the death of someone in their life due to any cause.

Internship runs from approx. January – March, 2020. Availability between 8:30AM-6:00PM, weekdays, with some flexibility to assist occasionally evenings/weekends, preferred. Flexible hours, up to 20 per week (more during the 10 days of the festival in March, wrap up by early-April 2020). Please note, part of the festival commonly falls within local colleges' spring break; intern must be present for duration of the festival.

Internship is unpaid.

Essential Job Functions

- Draft and schedule content for social media
- 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 volunteer team of photographers
- Track and analyze social media, media, community partner and sponsor engagement
- Assist with planning & carrying out events

Preferred Skills

- Experience in communications, public relations, nonprofit management, business, marketing or related field
- Writing and copy-editing experience
- Proficiency with Microsoft Office applications (especially Word & Excel)
- Experience with developing messages for social media (Facebook, Instagram, Twitter & LinkedIn)
- Experience with Adobe Creative Suite - InDesign, Photoshop Acrobat Pro,

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