



# 2022 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 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 2022 Festival. The Marketing & Communication Intern is responsible assisting in the marketing, communication and branding efforts of LaughFest. The twelfth annual LaughFest will be held March 2022.

This is an **unpaid** internship for January 2022 – April 2022, up to 20 hours per week (higher hours during five days of the festival and reduced hours April 2022 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.
- 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

## Minimum Requirements

- Student must be actively enrolled toward in an accredited college or university in the fields of communication, health communication, public relations, nonprofit management, business, marketing or related field.
- Highly organized and detail oriented

- Excellent ability to communicate in person, print and electronically to variable audiences
- Ability to manage multiple projects at once
- High level of integrity, diplomacy and initiative
- Writing and copy editing experience is preferred
- Proficiency with Microsoft Office applications and Google Suite.
- Experience with developing messages for social media (Facebook, Instagram, Twitter and LinkedIn)
- Experience with Adobe Creative Suite (inDesign, Photoshop Acrobat Pro) preferred
- Pre and Post Festival, complete work during traditional work day (8:30 a.m. - 6 p.m.) with some flexibility to assist on an occasional evening and weekend. Work will be primarily in-person, but remote work may be possible for a portion of hours.
- Commitment to providing up to 20 hours of assistance per week

Please email your resume and cover letter as to Hannah Dayton, Director of Brand Awareness & Communication at [hdayton@gildasclubgr.org](mailto:hdayton@gildasclubgr.org). No calls please.