



**GILDA'S
CLUB
GRAND
RAPIDS**

An Affiliate of the
CANCER SUPPORT COMMUNITY



Gilda's Club Grand Rapids/ Gilda's LaughFest

BOARD OF DIRECTORS

Michael Bohnsack
Danielle Brown
David Brown
Brad Comment
Catherine Cooper
Kate DeVries
Jeff Gurney
Brian Murray
Janet Nisbett
James Peacock III
Laurel Romanella
Stephanie Setterington
Michelle Stevenson
Dave Veneklas

PRESIDENT

Wendy J. Wigger

Contract Position Description

Position: LaughFest Marketing Coordinator
Dates of Contract: December – March
Reports To: Director of Brand Awareness & Communications
Compensation: TBD (paid semi-monthly)

This temporary position is not eligible for benefits.

Average projected hours (may vary depending on starting availability):

December – up to 60 hours
January – up to 80 hours
February – up to 100 hours
March – up to 100 hours
Hours subject to change. Some evening and weekend hours may be required.

Minimum Job Requirements:

- Experience in marketing/social media required
- Strong written/verbal communication skills, advanced knowledge of Microsoft applications, along with people/team orientation
- Outstanding ability to connect with others, convey sensitivity, and show empathy, compassion, warmth, and grace
- Excellent phone, organizational and communication skills
- Excellent ability to multi-task and have an eye for details

Personal Characteristics Required:

- Hard worker with a high energy level who is organized, detail oriented and able to multi-task
- Motivated self-starter of integrity who is committed to service and excellence
- Team player who is positive, flexible, and able to complement the team of staff and volunteers currently in place.
- Emotionally mature and self-confident, with sound judgment and a sense of humor

Physical and Mental Requirements include being able to:

- Lift up to 30-35 pounds and help carry, move and re-arrange furniture with ease as needed
- Show proof of a valid vehicle license
- Successfully handle the social and emotional demands of the job

LaughFest Marketing Coordinator Position Overview:

This position is key to the operations at LaughFest and Gilda's Club and will include, but will not be limited to, the following functions:

Position Responsibilities:

Responsibilities for this lie primarily in the areas of marketing and social media. In these areas, the position will include, but is not limited to, the following job functions:

**GRAND RAPIDS
CLUBHOUSE**
1806 Bridge St. NW
Grand Rapids, MI 49504

LOWELL CLUBHOUSE
314 South Hudson St.
Lowell, MI 49331

**IN THIS TOGETHER.
LEARN. SHARE. LAUGH.**
616.453.8300
gildasclubgr.org
info@gildasclubgr.org



An Affiliate of the
CANCER SUPPORT COMMUNITY

BOARD OF DIRECTORS

Michael Bohnsack
Danielle Brown
David Brown
Brad Comment
Catherine Cooper
Kate DeVries
Jeff Gurney
Brian Murray
Janet Nisbett
James Peacock III
Laurel Romanella
Stephanie Setterington
Michelle Stevenson
Dave Veneklas

PRESIDENT

Wendy J. Wigger

- Draft and schedule compelling content that will be published on social media channels (experience in Canva and Adobe Creative Suite preferred)
- Plan, create and schedule email campaigns targeting constituent engagement and ticket sales
- Assist with website building and updates (no coding required – knowledge of Wordpress preferred)
- Plan and execute on the ground marketing efforts
- Act as a marketing liaison to and coordinate promotion efforts for our local community partner events
- Help raise overall awareness for LaughFest 2023 and its free and ticketed events
- Assist in ensuring sponsor marketing benefits are fulfilled and tracked
- Stay up to date on digital marketing, advertising and comedy trends
- Assist with events as needed
- Other functions as assigned

This position will demand flexibility, creativity and adaptability. Job responsibilities may be expanded or re-assigned by the President, Vice President of Fund Development, Director of Brand Awareness & Communications and/or other members of the Executive Team based on the immediate needs of Gilda’s Club Grand Rapids and Gilda’s LaughFest.

General and Team Culture Support

- Temporary employees are expected to reflect positively the mission and good work of Gilda’s Club and LaughFest.
- Contribute to the unique environment and culture established by the Gilda’s Club staff for the Gilda’s Club membership when in the Clubhouse and externally in the community when working in this contracted position.
- Work with all members of the Gilda’s Club and LaughFest teams to develop a supportive, communicative, and productive environment based on the Core Values and Office Standards outlined.

I accept this offer as stated in this overview:

Name

Date

On behalf of Gilda’s LaughFest:

Wendy J. Wigger, President
Gilda’s Club Grand Rapids

Date

GRAND RAPIDS CLUBHOUSE
1806 Bridge St. NW
Grand Rapids, MI 49504

LOWELL CLUBHOUSE
314 South Hudson St.
Lowell, MI 49331

**IN THIS TOGETHER.
LEARN. SHARE. LAUGH.**
616.453.8300
gildasclubgr.org
info@gildasclubgr.org