



JOB DESCRIPTION

Job Title: Camp Photographer
Department/Program: Camp Twelve Trails

POSITION OVERVIEW

The Camp Photographer is vital in helping tell the story of Camp Twelve Trails. The person in this position has the unique opportunity to use his/her creative and technical skills to document camp's mission of providing children with a meaningful summer experience. Join us as a Camp Photographer to capture all those smiles and summer moments so our camp families can know what really happens at camp. To this end, this position will create high-quality visual content to be shared daily through social media, newsletters, and Camp Today posts during the summer. Our goal is to create an outstanding library of photographs that can be used for marketing and promotional purposes during the school year. The Camp Photographer will work closely with our onsite Communications Team (Communications Coordinator and Camp Videographer), Camp Director, and the Marketing Committee. This is a great role for someone who enjoys working outdoors and being with kids.

CAMP OVERVIEW

At Camp Twelve Trails we are dedicated to universally shared values central to Jewish life. By proactively integrating these values into everything we do, we can support 5–16 year old children of all backgrounds and help them grow into better people. Our warm, welcoming culture fosters a vibrant day camp community where we all look out for each other and take care of the world around us. Staff are central to carrying out this vision by crafting programs that are in line with our educational outcomes, beliefs, and providing positive, enthusiastic energy every day. Above all, we expect staff to deliver the wow!

DUTIES PRE CAMP

- Document staff training and camp preparation
- In consultation with the Communications Coordinator, prepare content to social media accounts (Facebook, Instagram)
- With Camp Videographer, create and maintain a list of “no photo” campers and staff for whom we don't have permission to publicly share visual content

DUTIES DURING CAMP

- Continually document summer 2019 and the Twelve Trail experience by creating visual content, primarily photographs, but occasionally assist Camp Videographer by recording some video
- In conjunction with the Communication Coordinator and Marketing Committee, identify key moments that should be documented each day, including activities, special events, and off-site trips
- As part of the communication plan and with guidance from the Communications Coordinator,



post daily content to social media accounts (Facebook, Instagram) and password-protected online photo album (SmugMug)

- Facebook and Instagram: be diligent about only posting content of children and staff who have signed photo waivers
- Upload and manage visual content in camp's photo archive
- As needed, participate in trips, overnights, and other special events in order to document the story
- Maintain the "no photo" camper and staff lists
- Spend a limited number of hours outside of the camp day uploading, organizing, and posting pictures

REQUIREMENTS

- A photography background is essential, ideally with some formal training in photography principles, camera operation, and photograph editing
- Experience with portraits, action/sports photography, landscapes
- Knowledge of social media and marketing best practices preferred, including
 - Sound judgement about what is suitable to post
 - Experience managing social media accounts in a business setting
- Commitment to working collaboratively with others
- Ability to be flexible and adapt to changing needs

Status:

- Part time hours in May and June, approximately 5 hours per week
- Full-time Seasonal, Mondays through Fridays, June 27 – August 16
- Hours: 8 am – 5 pm during the summer. May require some evenings to upload photographs to SmugMug and manage visual assets

To express interest in this position, please send a cover letter, resume, and electronic portfolio to Camp Director Adam Benmoise adam.benmoise@camptwelvetrails.org.