



JOB DESCRIPTION

Job Title: Communications Coordinator
Department/Program: Camp Twelve Trails

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!

POSITION OVERVIEW

The Communication Coordinator position is vital in helping tell the story of Camp Twelve Trails. The person in this position has the unique opportunity to use his/her organizational and creative skills to document camp's mission of providing children with a meaningful summer experience. Through creation and implementation of camp's communication plan, this position makes sure our camp families can know what really happens at camp and what makes it so special. The Communication Coordinator will work closely with Camp Photographers/Videographers to document and share Twelve Trails' summer with camp families and the wider public. This is a great role for someone who enjoys working outdoors and interacting with kids.

DUTIES PRE-CAMP

- Work with Marketing Committee and Camp Director to create an in-season camp communication plan, using the channels below, to guarantee that the many different aspects of camp are documented during the summer
 - Social media (Instagram and Facebook)
 - E-newsletters
 - Camp Today blog
- In the lead up to the start of camp, deploy e-newsletters to enrolled families and schedule several social media posts to go live each week
- Attend training sessions

DUTIES DURING CAMP

- Post daily content to camp social media accounts being diligent about only posting content of children who have signed photo waivers

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- Each week post multiple stories to Camp Today
 - Sourcing content from neighborhoods and tribes
- Work with Marketing Committee to effectively share the story of camp and tell it appropriately
- Work with Camp Jewish Educator to ensure Jewish content in our story
- Organize and manage camp photos
- Assign staff to take pictures daily of camp and assist with upload process
- Participate in trips, overnights, and other special events in order to document the story
- Work with Tribe Leaders and Neighborhood Coordinators to ensure the documentation of daily programming including special events
- Manage sign out system for camp media equipment including point-and-shoot cameras, GoPros, and iPads
- Spend a limited number of hours outside of the camp day preparing schedules, posting pictures, writing content for newsletters, and general organization
- On the bus to/from camp, assist bus captain as needed and engage with campers

REQUIREMENTS

- Strong knowledge of social media and marketing best practices, including
 - Sound judgement about what is suitable to post
 - Experience managing social media accounts in a business setting
- Strong copywriting experience
- Ability to teach skills to other staff members
- Strong organizational, interpersonal, communication, and problem-solving skills
- Ability to remain calm and maintain perspective under pressure
- Commitment to work collaboratively with others
- Ability to be flexible and adapt to changing needs

Status:

- Part time hours May - 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 in the summer to produce lists and maintain proper parent communication.

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

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