



MARKETING AND COMMUNICATIONS COORDINATOR

Positions Available: 1

Reports to: Assistant Director, Camp Director

GENERAL FUNCTION:

The Marketing and Communications Coordinator is responsible for the collection and development of content for distribution to stakeholder groups of the Cairn Family of Camps. They will provide regular updates and insights into camp life through a variety of channels including the Cairn Family of Camps website, blog, Facebook page, Twitter, Instagram, YouTube Channel, and other emerging platforms. The Marketing and Communications Coordinator will work with staff and the Directing Team to make a positive impact and create meaningful connections with all stakeholders.

KEY RESPONSIBILITIES:

- Willingness to do what needs to be done for the benefit of campers' experience.
- Demonstrate strong support and commitment to the mission and core values of the Cairn Family of Camps, and to serving its campers, staff, families, and all program participants.
- Ensure that all content developed and distributed is reflective of the mission, vision, values, and brand of the Cairn Family of Camps.
- Maintain regular and consistent communication with stakeholder groups through a variety of media including but not limited to social media sites, Cairn Family of Camps website, print material, etc.
- Oversee the taking, collecting, sorting, and storing of photos and videos, ensuring participant permission and parental approvals of all subjects.
- Develop content for off-season use (October through April) including social media posts, print materials, and specialty campaigns.
- Create several promotional videos that can be used to market all programs of the Cairn Family of Camps.
- Oversee the taking, printing, and distribution of weekly cabin photos.
- Manage all camera and media storage equipment ensuring its appropriate use and safe storage both during the summer and at the end of the season.
- Complete a year-end report outline the roles & responsibilities of the job and suggestions for the upcoming seasons.
- The successful applicant is required to live onsite for the duration of the summer camping season.

EXPERIENCE & QUALIFICATIONS:

- Experience in video creation, photography, or marketing are assets
- Standard First Aid/CPR-C
- G-class driver's license recommended
- Level 1 Challenge Course Certification an asset
- National Lifeguard Certification an asset
- The successful applicant is required to live onsite through the duration of their contract.
- Clear Police Reference Check and Vulnerable Sector Screening
- Mandated training (including AODA, Workplace Violence & Harassment, Health & Safety Awareness, Child Protection, etc.) is required before or shortly after commencement of work
- Preference will be given to candidates who are available for a 3-month contract (end of May to August).