

MARKETING & COMMUNICATIONS COORDINATOR

Positions Available: 1

Reports to: Assistant Director, Camp Director, Executive Director

GENERAL FUNCTION:

The Marketing & Communications Coordinator (MCC) 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 (website, blog, Facebook Page, Twitter, Instagram, YouTube, etc.) as well as develop materials and content for year-round use. The MCC will work with staff and the Directing Team to make a positive impact and create meaningful connections with all stakeholders.

KEY RESPONSIBILITIES:

- Demonstrate strong support and commitment to the mission and core values of the Cairn Family of Camps.
- Demonstrate strong support and commitment to serving the campers, staff, families, and all program participants of the Cairn Family of Camps.
- Ensure that all content developed/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, email communications, print material, etc.
- Oversee the taking, collecting, sorting, and storing of photos and videos insuring participant permission/parental approvals of all subjects.
- Develop content for offseason use (October through April) including social media posts, print materials, and specialty campaigns.
- Review and answer all comments and inquiries made through social media platforms.
- Develop and organize a booth for the Baysville Walkabout in connection with the Camp Director/Executive Director.
- 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 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.

JOB KNOWLEDGE/QUALIFICATIONS:

- Standard First Aid/CPR-C
- 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

RECOMMENDED QUALIFICATIONS/CERTIFICATIONS:

- Experience in video creation, photography, or marketing
- National Lifeguard Certification
- Challenge Course or Facilitation Certifications

- G driver's license (valid)
- Arts programming and nature programming experience

The Cairn Family of Camps supports diversity, equity and a workplace free from harassment and discrimination. The Cairn Family of Camps is committed to an inclusive, barrier-free recruitment and selection process and workplace. Individuals needing employment accommodation in the hiring process or job postings in an alternative format may contact the camp office.