

CAMP STELLA MARIS JOB DESCRIPTION

POSITION: MARKETING DIRECTOR (Full Time, Non-Exempt)

Reports to Business Manager.

RESPONSIBILITIES:

Provide exceptional customer service in all aspects of the organization following the philosophy and mission of Camp Stella Maris. Working closely with the Business Manager, the Marketing Director will initiate, develop, and execute a comprehensive marketing plan which increases participation in all programs, raises awareness of Camp to all constituents, and engages staff, volunteers, alumni, and campers in the long-term stability of CSM. The Marketing Director will also lead Camp's fundraising and recognition events efforts. This position is a great opportunity for an early career Marketing Professional.

1. Marketing

- a. Plan and execute marketing events including:
 - i. Open Houses at Camp
 - ii. Early Registration
 - iii. Camp Fairs
 - iv. Personal tours
 - v. Others as identified
- b. Marketing initiatives to targeted groups
 - i. Work with Director of Group Services to identify new user groups for facility rentals and ABLE.
 - ii. Work with Camp Director and Registrar to identify new potential campers for summer and off-season programs.
- c. Create publications (print and electronic)
 - i. Newsletters
 - ii. Brochures
 - iii. Flyers
 - iv. Postcards
 - v. Other as identified

2. Advertising

- a. Collaborate with Board Marketing Committee to develop & execute yearly advertising strategy.
- b. Plan and launch all online advertising efforts
- c. Plan and execute all print advertising for programs, events, and announcements.
- d. Analyze results of advertising campaigns

3. Communications

- a. Produce email newsletters and blasts to promote all events
- b. Maintain / Update Website
- c. Develop and Execute Social Media Plan
- d. Work with Summer Media Specialist to produce and share weekly videos for a period of 8-9 weeks from June – August.

4. Collaborate with Director of Group Services on special projects.

- a. Set up marketing promos
- b. Create tools for sales

- c. Be a resource for group services
 - d. Assist with executing and preparing special events
5. Event planning (Fundraising and recognition)
 - a. Work with the Board Development Committee to Plan and Execute all fundraising, recognition, and social events for Camp including:
 - i. Annual Golf Tournament
 - ii. Casino Night
 - iii. Appreciation Dinner
 - iv. Alumni Events
 - v. Planned Giving Events
 - vi. Others
 - b. Manage all efforts to solicit in-kind donations for fundraising event silent auctions and raffles.
 - c. Coordinate all donor recognition efforts
 6. Staff responsibility
 - a. Work closely with team members and utilize staff resources
 - b. Be an active participant in positive, respectful, and collaborative high functioning team.
 - c. Manage and evaluate Media Specialist summer staff member.
 7. Board of Directors:
 - a. As needed, work closely with Marketing, Development, and Alumni committees and other groups as assigned by the Business Manager.
 8. Special Projects:
 - a. As assigned by the Business Manager.
 9. Strategic Plan
 - a. Implement active initiatives of the Strategic Plan

ESSENTIAL FUNCTIONS:

Uphold and interpret the basic philosophy and mission while providing essential management and oversight functions to insure the advancement of Camp.

PHYSICAL REQUIREMENTS:

Work will be performed in a variety of settings (i.e. indoors, outdoors etc.).

There will be occasional heavy lifting as work flow and staff commitments dictate.

Potential exists for frequent public speaking, walking tours of the facility and heavy physical exertion.

Availability to work nontraditional hours as needed.

QUALIFICATIONS:

Bachelor's degree and/or Master's degree include, but not limited to marketing, public relations, advertising, or related experience

Strong commitment to Catholic/Christian ideals.

Minimum of 21 years of age

Computer literacy in word processing, database management, and page layout

Experience with Adobe Photoshop, InDesign, and Illustrator preferred.

Possess managerial and administrative skills (i.e. scheduling, organizing.)

Possess high moral character.

Passionate, versatile, energetic, creative, imaginative, and enthusiastic about camp.

Ability to relate well with children, staff, and parents.

Ability to perform under stress.