

CAMP STELLA MARIS
JOB DESCRIPTION (Updated 10/2025)

POSITION: Marketing Assistant – Seasonal Exempt

Salary: \$375-\$425/week

Reports directly to the Director of Marketing and Communications

Job Overview:

The Marketing Assistant works closely with the Director of Marketing & Communications to bring Camp to life by creating content for a variety of camp audiences through photos and videos that will be used all year long in both print and online marketing campaigns. In addition, the Marketing Assistant helps to reinforce Camp's visual identity and community connection by managing the camp store.

RESPONSIBILITIES:

Prior to the start of camp:

- Support the Director of Marketing & Communications by running the camp store, selling merchandise and snacks during Open House on the first Sunday in June.
- During pre-camp, work with the Director of Marketing & Communications to review procedures in the store while camp is in session and create marketing campaigns and goals.

While camp is in session:

- Capture the heart of camp through photos and videos for the parent portal, social media, the CSM website, and future print campaigns.
- Create fun and engaging marketing content to promote our summer camp experience.
- Produce short videos and posts for our social media channels.
- Organize and store digital media for use in future marketing and advertising campaigns.
- Manage the camp store, leading a small staff team during camper drop-off and pick-up.
- Train and mentor Leaders in Training (LITs), helping them gain skills and confidence while working in the store.
- Manage the camp store, including handling sales, fulfilling online store orders and inventory while ensuring accurate payments and payroll deductions.

OTHER:

1. Maintain clean, safe living quarters.
2. Abide by and enforce all CSM policies and regulations.
 - a. Including but not limited to: Local, State, & Federal Laws, Livingston County DOH, the American Camp Association, and CCDR's corporate compliance & ethics program.

3. Sharing any information regarding confidentiality, privacy, program, billing, & documentation is strictly prohibited without prior consent from the Executive Director or Camp Director.

QUALIFICATIONS:

1. Minimum age 18 years old
2. Someone creative, dependable, detail oriented, and organized.
3. Experience or interest in photography, videography, & social media marketing.
4. A positive attitude and ability to work well with others.
5. Possess excellent communication and time management skills
6. Ability to relate well with children and staff
7. Experience in retail, inventory or accounting

Camp Stella Maris is an Equal Opportunity Employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. All employment decisions are based on qualifications, merit, and business needs. The purpose of this job description is to describe the essential job functions and the level of work performed by individuals assigned to this position. This description is not an exhaustive list of all job duties performed by this position. Management reserves the right to modify, add to, or remove duties from jobs and to assign other duties as necessary.