



## CAMP KOREY JOB DESCRIPTION

Job Title: Marketing and Communications Manager  
Department: Marketing  
FLSA Status: Exempt - with competitive pay and benefits

### Position Summary

The Marketing and Communications Manager is a leadership role at Camp Korey. This person will develop the overall marketing strategy and big picture storyline that connects Camp Korey to the community. As a result of this work, Camp Korey's impact will reach a vast audience in a clear and compelling way and inspire meaningful engagement opportunities with internal and external audiences.

Reports to: CEO

Camp Korey is a growing and dynamic nonprofit camp that provides year-round programs and camp experiences for children with serious and life-altering medical conditions and their families, 100% free of charge. Supported by a dedicated staff and medical team campers focus on all the joys of just being a kid.

### Key Responsibilities:

#### Leadership

- Manage the overall internal and external communications, marketing, and branding strategies for Camp Korey.
- Work with a team of camp leadership and Board to create a comprehensive communications plan.
- Drive communications best practices and incorporate technologies to meet organizational goals and maximize resources.
- Build strategic relationships and partner with key industry players, agencies, and vendors.
- Actively pitch Camp Korey stories to targeted media, and process media calls, e.g., provide background, and arrange interviews.

#### Marketing and Communications

- Drafts and proposes communications campaigns to segmented audiences, which may include social and online media, print media, direct mail, and other multimedia.
- Work with camp staff to build and distribute ongoing e-communications.
- Educate users on policies and procedures.
- Track metrics and analyze results for all Camp Korey communications in relation to Development goals/revenue.



- Create and execute PR and communication initiatives that build awareness and credibility for Camp Korey.
- Lead PR and communication efforts regarding crisis situations, creating response plan with roles, policies, and procedures for staff and Board.
- Oversee creation of communication and marketing materials for Camp Korey, including press releases, promotional messaging, outreach materials, published reports, web, video, social media, and printed materials.

### **Event Management**

- In partnership with Advancement Team and steering committees, plan strategic fundraising events.
- Prepare and manage budgets for events
- Coordinate event logistics and resolve issues with support from outside vendors to optimize the guest experience.
- Complete evaluation of fundraising events, including post-event reports.

### **General**

- Participate in regular Advancement team meetings.
- Uphold and promote the mission of Camp Korey.
- Comply with and model policies and procedures contained within the Camp Korey Employee Manual.
- Participate in Camp Korey activities as needed.
- Perform other duties as assigned by Director of Development or CEO.

Along with the experience and core competencies listed below, the ideal candidate will have a passion for and experience with children with medical challenges. Additionally, the candidate will be team oriented, adaptable, and intelligent and have a sense of humor.

### **Education and Experience**

- Bachelor's degree in Marketing, Journalism, Advertising, Communications, or related field highly preferred.
- 5+ years of related experience writing and editing projects; portfolio of relevant previous projects highly preferred.
- Proficient with Microsoft Office Suite.
- Proficiency working with Constant Contact or similar e-mail marketing platform.
- Familiarity with basic design and photo and video formats required. Familiarity with printing process and basic web design preferred.
- Familiarity with non-profit marketing a plus.

### **Key Competencies**

- Excellent writing and editing skills including feature and news articles, website content, collateral, donor communications and social media.
- Strong brand management and messaging skills.



- Ability to think strategically, flexible and detail oriented.
- Excellent time management skills with a proven ability to meet deadlines.
- Strong analytical and problem-solving skills.
- Ability to work independently as well as part of a team; prioritize multiple projects and deadlines; exercise good judgment; decision-making and problem solving.
- Exceptional verbal and listening skills, with the ability to be clear and direct in his/her communication.
- Excellent interpersonal skills with the ability to work with diverse groups of people.
- Ability to work with confidential information required.

Work Environment:

Work is regularly performed in office environments routinely utilizing standard office equipment, computers and phones.

Working outside may occasionally be necessary, in various weather conditions.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be provided upon request.

While performing the duties of this job, the employee is regularly required to speak, talk and hear, and is frequently required to stand, walk, sit, use hands to finger, handle or feel objects, tools, or controls, and reach with hands and arms; balance, stoop, and bend; lift, carry, move, push and pull up to 50 lbs. Specific vision abilities required by the job include close vision, distance vision, color vision, peripheral vision, depth perception and the ability to adjust focus. This position will require the stamina and ability to walk up and downstairs, long distances, uphill, and over uneven terrain, and drive vehicles.

Position Type/Expected hours of work:

This position is full-time. Standard office hours are Monday through Friday, 8:00 to 4:30 p.m. However, the position requires the ability to work long, non-standard hours during programs and events.

Travel:

Local travel will be required, primarily during the day. Limited out-of-area or overnight travel may be expected.

Required Education, Training and Experience:

- Bachelor's degree or equivalent experience in relevant field
- Demonstrable experience in marketing together with the potential and attitude required to learn
- Proven experience in identifying target audiences and in creatively devising and leading across channels marketing campaigns that engage, educate, and motivate



- Solid knowledge of website, social media and marketing analytics tools
- Numerically literate, comfortable working with numbers, making sense of metrics and processing figures with spreadsheets
- A sense of aesthetics and a love for great copy and witty communication
- Awareness of the latest trends and best practices in marketing and measurement
- Event Planning experience

Additional Eligibility Requirements:

- Valid driver's license
- Reliable transportation
- Background check
- Current Vaccinations
- CPR/AED Certification

EEO Statement

Camp Korey is an Equal Opportunity Employer. It is the policy of our organization that employment decisions be based on merit, qualifications, and competence. Camp Korey provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, genetics, national origin, religion, sex, marital status, sexual orientation, sexual identity, age, presence of any mental, sensory, or physical disability, veteran status, or any other characteristic protected by law. In addition to federal law requirements, Camp Korey complies with applicable state and local laws governing nondiscrimination in employment in every location in which we operate. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, re-call, leaves of absence, compensation, and training. Camp Korey appreciates diversity amongst our staff and encourages any and all qualified applicants to apply.

Please visit: [campkorey.org](http://campkorey.org) to learn more and apply for this or any open position.