



## Marketing and Communications Manager Job Description

**Organizational Overview:** Camp Yavneh, situated on 65 beautiful acres of woodlands and waterfront in southern New Hampshire, is a 79-year-old Jewish summer camp where generations of campers have created lifelong friendships, engaged in top-notch activities, and deepened their Jewish engagement. Our Klal Yisrael (pluralistic) approach encourages Jewish children ages 8-16 from all backgrounds and experiences to come together in a joy-filled, co-ed, overnight camp environment where all aspects of life reflect Jewish values.

### **Position Summary:**

The new Camp Yavneh Marketing and Communications Manager will be responsible for:

- Collaborating with senior leadership to develop and implement organization-wide communications and marketing strategies that will further the mission of Camp Yavneh and broaden the organization's visibility and reach.
- Refining and shaping Camp Yavneh's key messages, the language, images, and multimedia that represent Camp Yavneh and its work.
- Ensuring message consistency across the organization.
- Creating original content, sourcing images, video, writing, and editing for branded materials for donors, alumni, and prospective campers, current camp families, and staff.
- Curating Camp Yavneh's online presence to increase audience engagement. Includes generating engaging current content for website, social media, e-newsletters, video and emerging communications technology.
- Training and supporting year-round staff, summer staff, and volunteers (e.g., board members) on best practices in communications.

### **Year-round Activities and Responsibilities:**

- EMAIL COMMUNICATION:
  - Determine annual communication schedule with input from all departments and set deadlines for copy.
  - Produce and publish regular e-newsletters for camp parents and the broader community.
  - Produce and publish pre-camp info emails (e.g., re: medical forms, other forms, packing updates, billing information, etc.)
  - Produce and publish emails related to year-round activities and events (including fundraising events, alumni gatherings and activities, camp and staff recruitment, among others)
  - Produce and publish urgent/time sensitive e-announcements
  - Maintain accurate distribution lists with ongoing review and update.
- SOCIAL MEDIA: Manage digital content, existing libraries, and new content to allow for achieving results-based communications. Produce and publish regular (at least weekly year-round, daily during the summer) content for all social media outlets (Instagram, Facebook, Twitter, Snapchat, TikTok, etc.) focused on:
  - Camp community building
  - Recruitment and retention of campers and staff members
  - Development
  - Alumni engagement
  - Director social media usage

- **PRINT COMMUNICATION:** Coordination of print communication materials in partnership with program and development team:
  - Development materials include annual report, dinner journal, holiday cards, brochures, and other special campaign materials and projects
  - Program materials include promotional brochures and flyers for camp in general and for special events and programs
  - Annual Camper and Staff Handbook review, development and distribution.
- **COMMUNITY COMMUNICATION:** Act as Relationship Manager for community communication.
  - Manage all aspects of the camp website, and create and update current and engaging content
  - Coordinate and send out mazal tov and condolence cards, holiday cards, donor appreciation gifts, camper b'nei mitzvah gifts, and other similar items.
- **SWAG:**
  - Supervise the production and sale/distribution of all camp “swag” for the general community year-round.
  - Supervise the production and distribution of all summer-specific swag, including camper and staff gifts, in addition to swag for sale to campers and parents in the Kolbo.

### **Summer Activities and Responsibilities:**

- Supervise photographers and videographer/s and ensure that they are capturing all content needed for summer and year-round communications
- Supervise production and publication of weekly video
- Supervise organization and publication of *ayda* photos according to a weekly schedule
- Manage daily staff-wide communications (whatsapp, etc.)
- Produce and publish weekly newsletters for camp parents
- Produce and publish all urgent announcements to parent
- Produce and publish all emails related to the promotion of special events (e.g., Yavneh for a Day, Family Camp, Zimriyah, etc.)
- Produce and publish summer emails to the broader community (occasional newsletters, special announcements, etc.)
- Help expand our communication through *ayda* newsletters, blog, social media, etc.
- Work on communications projects that will be carried out during the off-season (e.g., holiday publications and communications, development-related videos and photos, capturing stories of campers and staff for use year-round, etc.)

### **Qualifications:**

- 3-5 years of communications/ public relations experience and a strong desire to take on a broader strategic communications role.
- Excellent interpersonal, verbal and written communication skills, including the ability to write marketing copy including ads, press releases, etc. creatively and effectively under deadline.
- Highly collaborative style
- Ability to multi-task and work effectively on multiple simultaneous projects with minimal supervision in a fast paced, team-oriented work environment.
- Experience with (or deep understanding of) the field of Jewish camping
- Be current and knowledgeable of marketing trends.
- Experience and expertise with multiple technical skills and platforms, including video editing, website management and editing.
- Knowledge of and comfort with new technology and familiarity with best practices of print and digital marketing and communications strategies.
- Ability to work under pressure, both independently and as part of a team
- Ability to supervise and coach a team of summer staff members
- Be flexible and possess strong time management skills.
- Analytical and creative marketing instinct, with a critical and discerning messaging and design sensibility.

- Experience developing and implementing marketing plans for established and new programs.
- Working knowledge of and experience with creative design and online platforms.
- Working knowledge of Jewish holidays, customs, and culture.
- Preferred: Ability to speak, read and write in Hebrew

**Position Specifics:**

- Year-round position, start date: January 1, 2023
- Half-time (20hrs/wk) position from October - April (remote work)
- Full-time May-September position (with required summer residence At Camp Yavneh in Northwood, NH from mid-June - mid-August)
- Salary commensurate with experience. (Range: \$40,000-\$50,000)
- Benefits and vacation package included.
- Opportunity for camp tuition discount.

**To Apply:** Please send resume and cover letter to [netanel@campyavneh.org](mailto:netanel@campyavneh.org)