



**FOR YOUTH DEVELOPMENT®**  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY



## Job Title: **Media & Marketing Specialist (Camp Photographer)**

Reports to: Camp Director

### Position Summary

The Media and Marketing Specialist is in charge of the daily photographic documentation of campers and camp activities, and are encouraged to utilize other forms of media like videography. They are committed to capturing moments to share with parents daily and are responsible for the weekly marketing and highlight slideshows throughout the summer. The Media and Marketing Specialist will create and promote content on Camp Olson's social media platforms as a way to enhance our outreach and impact in the community. They are diligent in not only taking quality photos but organizing digital copies to be utilized throughout the off-season and in Camp Olson YMCA marketing campaigns.

### Essential Functions

- Capture and process high-quality images of all campers throughout each week, including the variety of activities. Including editing and uploading images daily.
  - Take at least 200 photos daily
  - Takes cabin photos of all groups on camp and uploads them to CampMinder/Campanion promptly
  - Take at least one image of each camper daily.
  - Sort through pictures to ensure most campers appear happy and smiling and are appropriate, removing duplicates and poor quality photos.
  - Staff photos are great to get as well but be certain there are a limited number of photos of just staff.
  - Chooses the best photos from the session (80-100 photos) and creates a slideshow at the end of each session to highlight camper activities, then upload to our YouTube page before start of next session.
  - Backs up and organizes all photos onto the designated drive(s) under the direction of the Associate Executive Director and Camp Director.
- Produce slideshows for end-of session camper, end-of-summer staff and family camp slideshows.
- Maintain social media presence, by uploading content to Facebook, Instagram and Tiktok at least 3 times per week.
- Keeps assigned office space neat, clean, and organized.
- Works with Operations Coordinator to develop new and innovative ways to use photo/video to promote camp keeping customers' (specifically parents') needs as the focal point of projects.
- Assists the Trading Post Manager with store operation and mail sorting/delivery as needed.
- Attend Saturday and Sunday Staff Circle, and other staff meetings or in-services as requested.
- Report any and all maintenance issues related to your program to the Maintenance or Management Team.
- Write an End-of-Summer Report that evaluates your program area:
  - What went well? What didn't?
  - New ideas
  - Tips on day-to-day operation, supplies, gear, maintenance
  - Inventory
  - Anything that may help future directors



**FOR YOUTH DEVELOPMENT®**  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY



## Responsibilities of All Camp Olson Staff

- Follow all policies as outlined in the Staff Manual
- Aids in the development and education of Leadership Development Program participants
- Maintains positive working relationships with campers, parents, and other staff
- Encourages physical, emotional and spiritual growth and positive character development in all campers
- Practices cultural humility, striving to actively learn about and be sensitive to all cultures
- Maintains the cleanliness of their living space (and communal living space) to which they are assigned
- Cares for and maintains any program equipment, supplies, and spaces they use (including program areas, staff lounge, costume closet, keys, etc.). Any observed risks or facilities in disrepair must be immediately reported to the Maintenance or Management Team.
- Assist with other job duties outside the normal scope of their job description or contract to ensure that programs run smoothly and safely, or is deemed necessary by the Camp Director.
- Commitment to carry out all assigned activities including but not limited to: Campfire Programs, Grace, Flag Raising/Lowering, afternoon announcements, Cabins Quiet, etc.
- Strive at all times to work as a team with the rest of the Camp Olson staff to provide the greatest possible camp experience to ALL campers EVERY week.
- Participate in all whole-camp activities, and arrive in a timely manner.
- Cooperate amongst all levels of staff and be flexible to special assignments.

## Work Environment

Camp Olson YMCA is located in the rural community of Longville, 3.5 hours north of the Twin Cities Metro area. Our property holds over 1,350 acres of pristine forests, lakes, fields, and trails. Our rustic cabins are ideal for small-group living.

This position works Sunday noon through Saturday noon and is provided with one night off from 6:00pm through midnight. Program staff live in communal housing with other program staff and may be required to assist with cabin coverage and other cabin duties at times. Typical work hours are from 7:45am through 10:00pm, though are subject to change.

The physical and emotional demands described below are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Capable of maintaining effective physical, mental, emotional and social interactions in our group-based, youth centered and community living program.
- Willingness to live in a camp setting, work irregular hours, with daily exposure to the natural environment.
- Visual, auditory, physical, and decision-making ability to calmly and effectively identify and respond to various hazards or emergencies.

## Qualifications

- Understanding of the mission and goals of Camp Olson and an appreciation for living out of doors.



**FOR YOUTH DEVELOPMENT®**  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY



- Ability to relate to and work effectively with a diverse staff and camper population for the fulfillment of YMCA goals.
- Experienced with digital photography, including composition and editing.
- Computer literate. Skills in file organization & social networking.
- Affinity for working with children and amongst a team.
- Ability to pass a Background Check and sex offender registry check.
- Must be at least 18 years old.
- Certification in CPR/First Aid, or ability to obtain.

### **Benefits**

- Competitive weekly salary, with opportunities for bonuses based on experience and certifications.
- Room and board are included.
- Staff lounge with wireless internet and full kitchen available.
- Opportunities for professional training and certifications.
- Professional discounts through the ACA and ExpertVoice.