

# Cho-Yeh Camp & Conference Center, Inc.

## *Job Description*

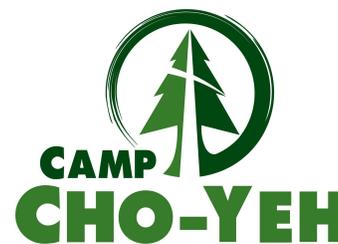
**Job Title:** Writer/Blogger

**Department:** Marketing

**Reports to:** VP of Advancement and Full Time Marketing Team

**Commitment:** Full summer, including 2 weeks of Staff Training

**Updated Date:** 10/16/20



### Summary

Write and produce content for Camp Cho-Yeh blog, website, social media and other promotional content. To uphold the mission of Cho-Yeh in word and action.

### Essential Job Functions:

- Pitch story ideas, taking tone, style, target audience, and marketing goals into account.
- Interview staff and campers; coordinate photo/ art.
- Write and edit impact stories for year-round use on website, social media, and development pieces.
- Create short real-time summer camp blurbs for daily communication with parents.
- Edit copy and photo content on website as needed.

### Additional Skills:

- Excellent written and oral communication skills - must be comfortable interviewing people one-on-one; asking interesting questions, creating compelling content.
- Ability to write for a variety of styles: blog, social media, website copy, and letter.
- Self-starter and organized - working against deadlines without close supervision.
- Adaptability - figuring out how to get the best story and getting it done.
- Blogger will get credit for stories published throughout the year on Camp Cho-Yeh's blog.
- Perform additional duties as assigned.

### Qualifications:

- Must be 18 years of age at the time of employment.
- Desire to tell camp's story
- Excellent organizational skills.
- Possess strong listening and communication skills.
- Must possess the stamina to carry out camp programs in hot and humid East Texas climate over an extended period of time.
- Must be able to negotiate hilly terrain, rustic trails, and walk several miles per day.
- Must possess visual and auditory abilities to identify and respond to environmental and other hazards related to camp activity.
- Must demonstrate strong moral and Christian values and set an example of living the Gospel of Jesus Christ on a daily basis.
- Must maintain a positive attitude and provide a positive environment for campers.
- Strong awareness and commitment to preventing, detecting, and responding to physical, emotional, or sexual abuse.