

# Cho-Yeh Camp & Conference Center, Inc.

## *Job Description*



**Job Title:** Camp Advocate  
**Department:** Advancement  
**Reports To:** Vice President of Advancement  
**Status:** Part-Time: Flexible 5-10 hours/week  
**Prepared Date:** 3/3/2021

### Summary

As a part-time, Houston-based position, the Camp Advocate is responsible for intentionally and organically initiating grassroots marketing strategies within their local communities and networks. Fueled by a passion for the mission and ministry of Camp Cho-Yeh, this position will help promote Cho-Yeh's summer camp program and invite local families to experience the life-changing experience of camp. Camp Cho-Yeh is an entrepreneurial, mission-driven nonprofit organization that is adopting the highest standards in every category of camping operations. Camp Cho-Yeh has a culture that is deeply committed to excellence and team collaboration as we seek to be a place where Jesus Christ transforms lives through meaningful relationships and outdoor adventures.

### Essential Job Functions:

1. Develop and implement grassroots marketing strategies to promote Cho-Yeh's summer camp program.
  - Intentionally share personal experiences from Camp Cho-Yeh with potential camper families and retreat guests throughout daily activities (at sports practice, neighborhood, church, etc).
  - Purposefully wear Camp Cho-Yeh t-shirts and hats in public for top of mind awareness; give away Cho-gear to other influencers.
  - Identify and execute new promotion strategies that are unique and particular to the local geographic area.
2. Discover, coordinate and/or host local events to maximize Camp Cho-Yeh's presence in the greater Houston area.
  - Host camper "Meet & Greet" events occasionally in the spring (Park Parties) - Advertised through Facebook event, personal texts or calls.
  - Host prospective parent events for personal contacts.
3. Leverage personal social media platforms to amplify and further Camp Cho-Yeh's mission & vision.
  - Engage frequently with Camp Cho-Yeh's social media, sharing at least one camp posts per week on personal social media.
  - Initiate and advocate for Camp Cho-Yeh in neighborhood Facebook pages and Next Door App.
4. Communicate with current and prospective camper families via phone or text.
  - Initiate contact and encourage local returning Cho-Yeh families who have not yet registered for upcoming summer camp season.
  - Recruit User-generated social media content from a diverse group of campers to increase social sharing.
5. Initiate and develop new relationships with potential partnership churches, schools, and other organizations.
  - Deliver Cho-cookies to schools and churches to build relationships with staff.
  - Promote Camp through coupons in take-home folders and offering auction certificates.

### **QUALIFICATIONS**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- A current or former camper parent who has as strong passion for the ministry of Camp Cho-Yeh.
- A naturally gregarious person who enjoys initiating new conversations, establishing new connections, and developing new networks.

- A self-starter who thrives in a fast-paced environment and is willing to try new camper recruitment strategies; creative problem-solver.
- Ability to naturally share the impact of Cho-Yeh and enthusiastically invite others to be a part of what God is doing through Camp.
- Excellent written and verbal communication skills.
- Highly accountable and results-driven with the ability to set and use goals that guide action and objectively measure performance.
- Strong spiritual life and devotion to Christ as well as experience sharing personal testimony in a variety of venues and being open about personal faith journey. Ability to sign statement of faith.
- Demonstrated ability to cultivate healthy relationships, to maintain strong family ties, and to offer gracious hospitality to a wide demographic that includes people of diverse ethnicity, religious affiliation, age, and lifestyles.

## **EXPERIENCE**

A current or former camper parent who has a strong track record of sharing their camper experience.

## **LANGUAGE SKILLS**

Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals. Ability to write routine reports and correspondence. Ability to speak effectively before groups of customers or employees of organization.

## **MATHEMATICAL SKILLS**

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, and percentages. Ability to apply concepts of basic algebra.

## **REASONING ABILITY**

Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

## **TIME MANAGEMENT ABILITY**

Ability to effectively manage their own time and have great attention to detail. Ability to show initiative and function as a self-starter.

## **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 made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel; reach with hands and arms; and talk or hear. The employee is occasionally required to stand and walk. The employee must occasionally lift and/or move up to 30 pounds. Specific vision abilities required by this job include close vision, and distance vision.

## **WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.