

Cho-Yeh Camp & Conference Center, Inc.



Job Title: Communications Manager
Department: Marketing
Reports To: VP of Advancement
Prepared Date: 7/14/22

Summary

The Communications Manager will serve in a hands-on position responsible for implementing Camp Cho-Yeh's print, web, email, and social media marketing efforts. This position works closely with VP of Advancement to coordinate communication strategies reaching both existing and potential camper families, retreat groups, summer staff, and donors. The Communications Manager will strategically craft and manage key messages to targeted audiences. This role provides an individual with effective communication skills, the opportunity to communicate the transformative power of camp in a 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:

- Write copy and select photos to be used in print, web, e-mail, and social media marketing. Provide creative briefs to contracted vendors when necessary. Coordinate timelines, communicate deadlines, and manage the approval process for multiple on-going projects.
- Manage website content and publish compelling stories (visual and written) that coordinate with key messages. Interview campers and staff for compelling storytelling. Write and manage the drip email marketing process for multiple key messages.
- Develop demographic-specific strategies and engage targeted audiences using Facebook, Instagram, and other social media outlets in coordination with a key message schedule. Work with other Camp Cho-Yeh departments for message planning and distribution of content through a variety of social media channels. Respond to comments and direct messages in a timely manner. Provide real-time content and communication during key program weekends and summer camp.
- Coordinate with other Camp Cho-Yeh departments and contracted vendors, to ensure compelling and consistent messaging, voice, and look in all forms of print, digital and web-based communications. Understand the distribution process and schedule of key messages throughout the organization to provide a unified communication strategy. Oversee the art approval process for billboard, print advertising, and sponsorships.
- Manage the Live Chat process and coordinate consistent messaging with employees from various Camp Cho-Yeh departments. Create digital promotion pieces for targeted audiences seeking additional information.
- Assist with crisis communication and key message development.
- All other duties as assigned.

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.

- Strong writing ability, including creative writing ability.
- Knowledge of graphic design and print production process.
- Understanding of current social media trends and communication channels.
- Requires innovation, creativity and resourcefulness.
- Excellent people skills, with the ability to provide service and streamline processes without compromising the integrity of the department or Camp Cho-Yeh and its policies and procedures.
- Requires flexibility and adjustability to changing environments and unanticipated situations.
- Able to accomplish assigned projects utilizing excellent communication (written and verbal), project management, time management and collaboration skills.
- Demonstrates problem-solving skills.
- A strong track record of managing and delivering results through high performance teams coupled with a willingness to commit to a ministry and salary commensurate with a nonprofit.
- Proven track record of achieving short-term and long-term success implementing short-term and long-term plans.
- Experience working with all levels of staff, with demonstrated ability to establish trust and relationships and leading through others.
- Strong passion for Camp Cho-Yeh's mission coupled with the ability to identify/integrate into its culture.
- Strong spiritual life and devotion to Christ as well as experience sharing personal testimony in a variety of venues and being vulnerable and open about personal faith journey.
- 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.

EDUCATION and/or EXPERIENCE

5+ years of work experience in related field. Bachelors degree in journalism, marketing, communications, or public relations preferred.

LANGUAGE SKILLS

Strong writing ability, including creative writing ability. 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, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.

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 25 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.