

Cho-Yeh Camp & Conference Center, Inc.

Job Description

Job Title: Marketing Director
Department: Marketing
Reports To: VP of Advancement
Prepared Date: 8/23/22



Summary

The Marketing Director will serve in a hands-on position responsible for creating and implementing Camp Cho-Yeh's marketing and sales strategies for multiple departments. This position works closely with the VP of Advancement to craft, coordinate, and distribute key messages to targeted markets to reach both existing and potential camper families, retreat groups, summer staff, gap year students, and donors. This role provides an individual with effective communication skills the opportunity to communicate the transformative power of camp in a mission-drive 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:

- Create and implement annual marketing plan to drive interest and sales in summer camp registration, retreats ministry, gap year program, and staff recruiting. Review current marketing trends and promotion methods to determine the effectiveness of different styles and strategies towards reaching registration targets and revenue goals.
- Oversee the marketing department and contracted vendors to manage the visual and written production and distribution of key messages through direct mail, website, e-mail, social media, digital advertising, and event marketing. Coordinate timelines, communicate deadlines, and manage the approval process for multiple on-going projects. Hold regular meetings with department managers to review pipeline, resolve challenges, and present possible solutions to ensure successful completion of sales goals.
- Analyze registration numbers in comparison to the marketing budget in order to measure strategy effectiveness. Develop new strategies for current and new initiatives that comply with current company standards.
- Work with other Camp Cho-Yeh departments for message planning and distribution of content through a variety of social media channels, web pages, direct mail pieces, paid advertisement, and in-person events.
- Create and maintain successful brand and image that attracts and retains customers. Use written and visual content to communicate the specific stories of impact for a variety of departments.
- Coordinate the logistics and people involved in face-to-face marketing efforts, effectively communicating our heart and why to existing and potential customers. Oversee outbound phone calls and grassroots marketing efforts within key markets.
- 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.

- 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.
- Proven ability to plan and manage budgets
- Strong writing ability. Knowledge of graphic design and print production process.
- Understanding of current social media trends, content marketing, and communication channels.
- 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.
- Excellent project management and communications skills with the ability to work across all functions and levels of an organization.
- Demonstrates problem-solving skills. Innovative, creative, and resourceful.
- Strategic thinker who thrives in a fast paced environment and knows how to make wise decisions on the fly; creative problem-solver.
- Highly accountable and results-driven with the ability to set and use goals that guide actions and objectively measure performance.
- 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.

EDUCATION and/or EXPERIENCE

5+ years of work experience in related field. Bachelor's degree in 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.