

SOCIAL MEDIA MANAGER

BROAD RESPONSIBILITY:

The Social Media Manager (SMM) is responsible to provide the Camp Kintail community with regular updates and insights into camp life through the Camp Kintail blog, Facebook group, Twitter, YouTube, website, and other emerging platforms. The SMM should work with interested staff to create a positive and community building presence on the internet

RESPONSIBLE TO:

1. Ensure that the GROW philosophy is adhered to in all social media.
2. Regularly update the Camp Kintail social media platforms and share the posts on the website and Facebook.
3. Prepare posts and schedule remaining staff posts for the fall/winter/spring season.
4. Encourage, edit, and track staff member contributions to the blog.
5. Update the Camp Facebook page daily with either blog posts, reminders about events and deadlines, summer camp highlights, links to YouTube, and interesting articles or videos about summer camping.
6. Be available to take photographs and videos of events around camp and incorporate that into social media (or help other staff to do the same).
7. Create several promotional videos throughout the summer that can be used through our promotional season in the spring and for Synod.
8. Set up a system to scan old Kintail photographs and begin this process. Consider how to best share these photographs with the Kintail community.
9. Ensure that children who do not have permission to have their photo taken are identified and proper precautions are taken.
10. Be responsible for Camp Kintail's sound and AV equipment, ensuring its safe storage and appropriate usage.
11. Work with other program staff to help create any program needs with technical requirements.
12. Work with the Creative Arts team as a team member, supporting the work of Arts & Crafts, Music and Drama, Dance, and Worship throughout the summer.

13. Prepare and lead sessions for staff training and orientation as requested.
14. Create social media guideline templates for blog posts and facebook updates.
15. Provide input in Kintail's Internet and Social Media policies.
16. Provide insight into Camp Kintail's website, and other places where Kintail community is created.
17. Provide leadership for a Kintail On The Road team.
18. Provide leadership for an additional program area has needed and requested.
19. Provide the Director with a written final report. The final report should contain details about the program area and suggestions for the future.
20. Participate fully as a program staff member and by word and deed encourage a faithful Christian witness.

QUALIFICATIONS:

1. A minimum three years of experience as a camp staff member.
2. One year of camp counseling experience.
3. Preference will be given to applicants with at least one year of program experience.
4. A personal living faith.
5. Administrative skills.
6. A demonstrated skill in web design, photography, videography, and social media.
7. A willingness to work in a team environment.
8. A valid "G" level driver's license and insurable on the camp van is desirable.
9. A Standard First Aid Certificate with CPR "C".

DIRECTLY RESPONSIBLE TO:

- The Executive Directors
- The Associate Director
- The Director of Development

Revised May 2018