



Marketing and Communications Coordinator

Location: Fairfield, NJ (Year-Round); Milford, PA (Summer).

About NJY Camps:

NJY Camps (NJY) is one of North America's premier Jewish summer camp networks. Comprised of five overnight summer camps, NJY serves children of all ages, backgrounds, and abilities. NJY's mission focuses on supporting the growth and development of every individual member of its community so that they can learn new skills, develop greater self-confidence, and foster a strong Jewish identity. Having recently celebrated its centennial anniversary, NJY is reimagining its next 100 years. NJY Camps serves more than 3,300 campers, over 1,100 summer staff, across 2,200 acres of land and has provided millions of dollars of scholarship aid to families in need. For more information, please visit our [website](#).

About the Position:

The Marketing and Communications Coordinator (MCC) will work collaboratively across all departments of the organization to ensure that each representation of the NJY Camps brand and its camps and programs are of the highest quality, through social media, website management, email marketing, print collateral and merchandise, and visual media content. This professional will manage a portfolio of projects that touch every corner of the organization and will require strong time management skills and prioritization. During the summers, the MCC will live on-site in Milford, PA and oversee the successful creation and production of all camps' marketing content. This will include being the lead professional in hiring, training, and supervising each camp's photographers and videographers. Year round, the MCC will manage all social media content posting and metrics analysis, all website updates and improvements, all written communications, and graphic designs. Please note, NJY Camps is undergoing a several-month website redesign and rebrand led by a reputable marketing firm, with expected completion in April 2023. This position will report to the Chief Operating Officer of NJY Camps.

Responsibilities:

Be a Social Media Whizz

- Use graphic design software to create original social media posts with captivating captions
- Manage the posting schedule and content calendar needs for all social platforms, including Facebook and Instagram
- Track analytics and use metrics to inform the timing, targeting, and content of future posts
- Create, run, and manage paid ad campaigns to generate leads, and build followings

Email Marketing Magic

- Draft original written communications for a variety of campaigns, tapping into NJY Camps' voice
- Edit and proofread colleagues' written communications, paying close attention to details concerning spelling, grammar, and language
- Create engaging page layout designs, incorporating graphical elements
- Launch email campaigns on a regular basis, managing and updating distribution lists

Website Management

- Learn the technical tools to manage our new website, due to launch in April 2023

- Oversee the general maintenance and updating of all website pages, forms, and other content pieces
- Explore opportunities to improve and optimize SEO
- Manage a media library of photo and video content, both curated from seasonal employees and with an expectation to capture and edit additional photo and video content yourself

Be a Master Organizer

- Collaborate across all areas of the organization, partnering with colleagues on any and all marketing and communication needs and efforts
- Manage all print collateral, merchandise, and any other items with NJY Camps branding
- Create systems to manage and prioritize incoming projects and tasks, maintaining appropriate communication and expectations around deadlines
- Manage relationships with a variety of stakeholders including partners, vendors, camp families, staff, board, and alumni

Build an All-Star Summer Media Team

- Partner with camp directors to source, interview, hire, train, and supervise seasonal photographers and videographers
- Create in-summer project lists and content needs and manage delivery of these
- Organize and facilitate regular summer content meetings
- Evaluate seasonal staff performance
- Maintain a physical presence in and around all areas of camp

Required Experience:

- 1-2 years of relevant professional experience
- Preference for a Bachelor's degree in a related field of marketing, communications, or design.
- Experience with graphic design software (including Canva and Adobe Suite) and social media platforms (Facebook, Instagram, etc.)
- Experience with email marketing platforms, basic WordPress web design, and CRMs (preference for CampMinder)
- Experience with creative writing ranging from captions to articles
- Preference for experience in a seasonal camp leadership capacity
- A proven track record of successfully managing a diverse range of relationships
- Experience working independently, with a great deal of autonomy, and in a flexible work environment

Skills and Qualities:

- Exemplary attention to detail and organization
- Commitment to the lifestyle associated with full-time resident camp employment: A flexible year-round work environment, coupled with an intense, full-on summer with limited downtime
- A self-starter and go-getter with excellent initiative
- An eye for design and a strong command of the English language
- Strong time-management capabilities and the ability to stay on top of multiple priorities
- Comfortable working in an adaptive and ever-changing work environment
- A collaborative team player who enjoys working with professionals from all generations
- Sense of humor and enthusiasm for blending work and play

- A strong commitment to NJY Camps' mission and a passion for Jewish summer camp

Salary and Benefits:

- Salary range of \$45-50K based on a full-time 40-hour work week during the off season and living on site at camp during the summer
- Health and dental insurance plan
- 3% employer 401K match
- Flexible hours and hybrid office environment
- Discretionary Time Off policy (DTO)
- Investment in professional development

To Apply: Please submit a cover letter and resume to jobs@njycamps.org with subject: Marketing Coordinator. Receipt of all submissions will be acknowledged within two business days.

NJY Camps provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, age, sex (including pregnancy), sexual orientation, gender identity, disability, or any other characteristic protected by law. NJY Camps encourages individuals from underrepresented groups to apply. In order to increase equity in hiring, NJY Camps prefers not to receive informal referrals from individuals with personal connections to NJY Camps and cannot factor such referrals into the selection of candidates for interviews.

This job description is intended to convey information essential to understand the scope of the position. It is not intended to be an exhaustive list of skills, efforts, duties, or responsibilities associated with the position.