



Job Description

Title: Summer Marketing Intern

Type: Temporary, Seasonal

Supervisor: Program Director

General Overview: The Summer Marketing Intern manages and maintains social media profiles, takes pictures and coordinates photography of groups, manages camper experience evaluation processes, assists with parent email communications, records and enters data, and assists executive director with external communications including newsletters.

Essential Functions (including but not limited to the following):

Social Media (25%)

- Maintain profiles on Facebook, Instagram, Shutterfly, etc.
- Regularly post mission appropriate content, articles, photographs, etc. by audience (campers, parents, friends)
- Correspond with / responding to guest posts, inquiries, messages, and tags
- Track engagement to determine best practices for types of posts and engagement, days and times, etc.
- Utilize social media platforms with intentionality to promote, engage, connect, and inspire as an extension of our mission.

Photography (30%)

- Photograph each adventure group and support staff each session.
- Shoot candid photography of program participants and collect photos taken by staff and counselors for use in marketing materials, social media, end of session slideshow, etc.
- Maintain electronic files, including appropriate labeling and categorizing for use.
- Maintain photo release records and ensuring all photographs used publicly have no photo restrictions.
- Create a weekly end-of-session slideshow and sharable photo album for parents.

Data Entry and Professional Writing (25%)

- Distribute and collect evaluation forms from campers each session.
- Enter data of all responses and analyze results – prepare reports and alert staff about feedback for review.
- Coordinate relationship-building communications such as birthday postcards.
- Under the guidance of the Executive Director, create/write original articles, content for newsletters, blog posts, and items for communication with camp supporters, camper families, and external audiences.

Other (10%)

- Assist with office tasks including mail, answering phones, orientation of visitors, etc.
- All Camp Stevens Staff participate in dishwashing, food service preparation, light housekeeping and minor maintenance.

- Fill in for or assist other employees as necessary, especially program areas such as pool, archery, climbing wall, and free time activities.
- Other duties as assigned.

Special Requirements:

The Summer Marketing Intern must be at least 21 years old, have a clean driving record in order to be on camp insurance and be able to pass an on-site driver test and online safety test. All staff must obtain First Aid and CPR or Lifeguarding certification prior to the arrival of campers and have completed or be able to successfully complete Counselor Training after hiring. Education and/or experience in Communications, Marketing, Fundraising, and/or Professional Writing preferred.

Requirement and Benefits:

Housing, utilities, food and accident insurance is provided.

All employees will work 6 days per week during the summer training and program.

Days off shall be coordinated with the Summer Camp Director and Program Director

Additional personnel policies are to be followed as stated in the Camp Stevens Personnel Policies.

The Marketing Intern needs to be physically fit and able to hike several miles over rough terrain, carry loads of up to 50 pounds and have at least average eyesight and hearing.

Summer Marketing Intern	Date
Program Director	Date