Camp Manito-wish YMCA, Inc.  
Job Description

**Position Title:** Director of Recruitment  
**Job Status:** Full-time Exempt  
**Reports to:** Operations Director

**Position Summary**
Provides overall direction of all recruitment strategies for Camp Manito-wish YMCA. Under the direction of the Operations Director will create and implement an innovative year round recruitment strategy including marketing, public relations, community events and program outreach. These efforts will lead to increased program participation and staffing.

**Essential Functions**
The Director of Recruitment performs the following services:
- Develop, implement and annually review a marketing strategy for all program & staff recruitment efforts
- Coordinate social media posting schedules and timelines
- Prepare annual budget for recruitment efforts in coordination with the Operations Director
- Prioritize and manage multiple projects and activities in a highly organized and effective manner
- Collaborate with peers to ensure staffing needs are understood and appropriate numbers of candidates are received
- Deliver on all recruitment goals as related to the strategic plan
- Coordinate the planning and execution of all recruitment events and call nights
- Maintain accurate tracking of recruitment efforts and their successes
- Travel as necessary to recruitment events
- Develop aesthetically pleasing recruitment materials including but not limited to flyers, banners, social media posts, HTML’s, etc
- Other responsibilities as assigned

**Know-How**
To perform satisfactorily, the Director of Recruitment should bring the following experience or skills to this position:
- Three years or more of relevant experience
- Knowledge of Camp Manito-wish YMCA programs, philosophies, and objectives
- Ability to communicate effectively through verbal and written mediums
- Ability to manage multiple projects and to work independently
- Ability to develop, promote, execute and evaluate comprehensive communication/marketing efforts
- Knowledge and use of computer applications and social media
- Willingness to work as a team, in close quarters towards a common goal
- Ability to travel to recruit for participants and seasonal staff
- Budget management experience
- Ability to represent the Camp Manito-wish YMCA in a mature and professional manner

**Effect on End Results**
The effectiveness of the Director of Recruitment in the fulfillment of this position will be measured by:
- The degree to which annual growth targets for program areas are reached
- The degree to which staffing prospects numbers are met
- The degree to which good relations exist within Camp Manito-wish YMCA and surrounding communities
- Annual budget parameters are met
- The degree to which an annual recruitment strategy is created, tracked and implemented
- The effectiveness of communication with stakeholders both internal and external