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FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

CAMP MANITO-WISH YMCA

POSITION TITLE: Marketing & Recruitment Director
JOB STATUS: Full-time Exempt
REPORTS TO: Director of Operations

POSITION SUMMARY:

Provides overall direction of all marketing and recruitment strategies for Camp Manito-wish YMCA. Under the direction of the Director of Operations and as a member of the operations team, create and implement innovative year-round recruitment strategies including marketing, public relations, community events, relationship building, and program outreach. These efforts will lead to increased program participation, staffing, diverse outreach initiatives, brand management, and effective marketing materials.

ESSENTIAL FUNCTIONS:

The Director of Marketing & Recruitment performs the following services:

- Develops annual goals, objectives, and plan for recruitment and marketing initiatives. Monitors the achievement of this plan, taking appropriate action to ensure those goals and objectives are met.
- Participate as a team member on the operations team (Director of Operations, Camp Director, Wilderness Risk Director, and Property Manager).
- Collaborate with the operations team to ensure staffing needs are understood and appropriate numbers of candidates are received.
- Develop long-term relationships/partnerships with organizations such as universities, military bases, youth serving organizations, and other partnering agencies to recruit qualified staff and campers.
- Creates timelines for staff hiring and camper recruitment and collaborates with other team members to implement the plan.
- Deliver all recruitment & marketing goals as related to the strategic plan.
- Prepare annual budget for recruitment & marketing efforts.
- Create and coordinate social media posting schedules, content, and timelines.
- Support the writing and editing of publications as necessary.
- Develop marketing and recruitment materials including but not limited to print materials and online presence.
- Coordinate with Director of Annual Giving & Alumni Engagement to collect appropriate photography and videography to support media related goals.
- Coordinate with Director of Finance with Trading Post merchandise and branding.
- Develop and update the website for increased effectiveness in coordination with third party vendors when appropriate.
- Manage multiple projects and activities in a highly organized and effective manner.
- Serve as a spokesperson on behalf of Camp at marketing and recruitment related events.
- Oversee adherence to YMCA Brand guidelines.
- Travel as necessary to recruitment events.
- Other duties as assigned.

KNOW-HOW:

To perform satisfactorily, the Marketing & Recruitment Director should bring the following experience or skills to this position:

- Two years or more of relevant marketing experience.
- Two years or more of demonstrated recruitment experience.
- Learn about Camp Manito-wish YMCA programs, philosophies, and objectives.
- Ability to communicate effectively through verbal and written mediums.
- Ability to develop, promote, execute and evaluate comprehensive communication/marketing efforts.
- Knowledge and use of computer applications, graphic design platforms, and social media.
- Willingness to work as a team, towards a common goal.
- Budget management experience.
- Ability to represent Camp Manito-wish YMCA in a mature and professional manner.

EFFECT ON END RESULTS:

The effectiveness of the Marketing & Recruitment Director in the fulfillment of this position will be measured by:

- The degree to which annual growth targets for program areas & staffing prospects are reached.
- The degree to which Camp's digital (website, social media, html) presence effectively communicates the Manito-wish Experience.
- The effectiveness of recruitment and marketing materials to stakeholders both internal and external.
- The degree to which effective relationships/partnerships are developed with appropriate organizations.
- Annual budget parameters are met.
- The degree to which a multi-dimensional annual recruitment strategy is created, tracked, and implemented.

OTHER:

Onsite or remote workplace negotiable.