

**YMCA CAMP BELKNAP
COMMUNICATIONS MANAGER
JOB DESCRIPTION**

Job Title:	Communications Manager
Reports To:	Advancement Director
Schedule:	Full-time, full-year: a minimum of 40 hours a week and additional hours as needed, especially April through October
Exempt/Non-exempt:	Exempt, salaried
Benefits:	Housing and generous benefits
Consults With:	Alumni, Parents, Community Members, Designers, Printers
Posting Date:	November, 2021

Overview:

YMCA Camp Belknap is an all-boys summer camp in Tuftonboro, New Hampshire. Founded in 1903, it is an independent non-profit organization affiliated with the national YMCA.

It is the mission of Camp Belknap to preserve the unique physical and spiritual environment where young men may forever build strong character, self-esteem, individual maturity and community responsibility; to acquire for life the skill of leadership and the value of good stewardship; to honor the history and traditions which are the Belknap experience; and to be a contributing citizen in the community it serves and from which it receives its benefit.

Summary:

The Communications Manager, a member of the 12-person year-round team, is responsible for managing Camp Belknap's communications. Supporting Belknap in Registration, Alumni Relations and Development matters and being a key contributor to communicating YMCA Camp Belknap's mission and values. The Communications Manager will strive to keep the community engaged in Belknap's mission, vision and outstanding programs. In addition, to being a willing steward of Belknap's mission and vision, the ideal candidate will consistently model the following traits: positivity, creativity, trustworthiness, respect for others, kindness, helpfulness, self-confidence, and a strong sense of personal responsibility. Living on campus a minimum of April 15 through October 15th, with excellent benefits, the ideal candidate will have:

- Strong communication and organizational skills
- Value leadership development and the opportunity for collaborative interactions with staff and campers
- Strong character development
- Sense of humor

Responsibilities:

Communications:

- Manage the organization's social media accounts, i.e. Facebook, Twitter, Instagram and LinkedIn
- Create the two annual alumni/community publications and a quarterly electronic newsletter
- Create one annual donor publication (the Annual Report on Giving)
- Oversee or assist with electronic communication to the community such as reminders, event advertisements, registration emails
- Provides material for updates on Belknap's website

- Design marketing and donor solicitation material as needed
- Manage photo documentation and storage

Event Coordination:

- Manage or assist on-site events
- Assist in the advertisement, enrollment and execution of current and future local and multiple state alumni related events
- Assist in the advertisement, enrollment, and execution of community and outreach programs.

Database Analytics and Operation:

- Utilize the Salesforce based database to:
 - Execute data analytics
 - Enter and track donations and alumni information
 - Execute thank you notes and acknowledgement letters
 - Continually work to improve the data
 - Use data to identify strategies to maximize team's fundraising efficiencies

Alumni Outreach:

- Provide Strategic Support in developing Belknap's Alumni and Advancement Initiatives
- Communicate with Alumni and Community members as Directed

Program Work

- Conduct programs in the off season (approximately 5 hrs/week)
- Provide assistant program director duties during the summer months, such as but not limited to: leading activity periods, driving vans and boats, supporting waterfront coverage and other miscellaneous duties
- Provide other duties as requested by the Executive Director

Qualifications:

- Knowledge of donor management software; Salesforce CRM preferred
- Excellent verbal and written communication skills
- High Level of skill in the MS Office Suite; Word, Excel and PowerPoint.
- Self motivated with the ability to multi-task and work in summer camp environment
- Understanding of summer camps and ideally YMCA Camp Belknap
- Preferred 2 years' work experience in a corporate or non-profit setting
- College degree

Physical Demands:

- Lifting material and equipment weighing up to 50 lbs.
- Ability to walk the entire property, including standing and walking for extended periods of time
- Extended exposure to heat and humidity, and cold and damp environments
- Working in a primarily outside environment
- Ability to precisely use machinery, hand tools and power tools
- Ability to move heavy boxes and equipment
- Ability to work in a fast-paced environment