

Camp Interlaken Assistant Director – Sales & Outreach

Reporting to the Camp Director, the Assistant Director of Sales & Outreach serves as a key advisor to the Interlaken full time team and an active participant in making strategic decisions affecting the organization. This Assistant Director is responsible for developing and executing strategic sales, marketing, and outreach plans to recruit campers, retain campers, engage with alumni, connect with communities, and be the public face of Camp Interlaken. The position involves residence at Camp throughout the summer in Eagle River, Wisconsin and residence the rest of the year in Milwaukee, Wisconsin.

Sales & Outreach

- Travel across the country to recruit new campers.
- Develop, maintain and execute the Interlaken Marketing and Communications calendar
- Plan, write, and design mass and targeted communications, in both digital and print media
- Work with the marketing department at the JCC to develop and produce print marketing for program and events including flyers, fact sheets, and brochures. Coordinating content development with other team members as required.
- Update and enhance website pages
- Plan, write, manage and post content to blogs
- Execute and track social media activity and performance metrics (web analytics, social media insights)
- Manage all summer communications for communicating the camp experience to families, alumni, and donors.
- Train, supervise and evaluate seasonal staff, including photographers, videographers, blogs, and all those responsible for interface with camp families and alumni.

Program

- Manage and own the Summer Program Calendar
- Supervise evening and program and all-day camp program

General

- Assist in the process of interviewing and selecting staff.
- Attend and support camp/hub events as needed, acting as staff member, chaperone, and supervisor in partnership with other members of the staff and leadership team
- Function as a member of the summer leadership team and assume other responsibilities consistent with personal skill set and interests.
- Co-develop and co-lead staff orientation pre-camp and throughout the summer.

Qualifications

- High energy and passion for Jewish Camp
- Extroverted with exceptional people skills, empathy, and the ability to build relationships easily
- Bachelor's degree in Marketing, Communications, Recreation or other related field; or 3 years related experience
- Excellent communication skills, both written and oral; ability to influence and engage a wide range of people while building long-term relationships
- Proficiency with Microsoft Office tools
- Experience with Adobe InDesign and Photoshop, WordPress, and email marketing software
- Tangible experience of having managed complex staff and business relationships.
- Flexible and adaptable style; willing to engage in all areas of camp
- Ability to work both independently without close oversight, but also a team player who will productively engage with others at varying levels of seniority within and outside Interlaken and the JCC
- Strong organizational and time management skills with exceptional attention to detail
- A professional and resourceful style, the ability to take initiative, and manage multiple tasks and projects at a time

Physical Requirements & Working Conditions:

- Able to travel extensively

- Ability to sit and use a computer for several hours at a time.
- Capable of working effectively in a stressful environment.