



# Summer Social Media and Communications Staff

We will be applying for a grant for this position, otherwise it will be volunteer/support based

- **Job Purpose:** To communicate camp activities, excitement and needs to the community that provides support to the camp.

## Location of Work

Based at Willow Creek with time spent in other locations (pack trip or wilderness site) to facilitate gathering media content.

## Key Responsibilities and Accountabilities

Gather content daily (both video and photo)

Post regularly (daily or every other day) on the BBWC Instagram and Facebook page

Develop and promote BBWC Brand initiatives

Anticipate upcoming events and camps and post (IG, FB, email) about them for promotional purposes

Send out weekly emails – including social media highlights (whatever we highlighted that week on social media), camp needs, work days, etc.

Record posting activities on a social media/communications calendar to facilitate communication among staff team

This position will be supervised by the camp Marketing Committee and daily oversight will be given by the Operations director. This position will work together with the Camp leadership to develop a plan for promoting the camp activities throughout the summer.

Produce and catalogue curated content and posts to use in the off season

Help with camp chores and participate in all aspects of camp life and helping to clean and maintain the communal areas that are used by staff and campers.

## Other responsibilities

This position may also be required on occasion to act as a program staff at camp and will be required to travel along with the activities to gather and produce content.

This may include activities such as:

- Hiking
- Canoeing
- Rock climbing
- Cliff Jumping
- Games
- Archery

- **Qualifications:**

- Have an established social media portfolio and understand algorithms and hashtags of posting on Facebook and Instagram
- Ability to communicate effectively through multiple mediums (written, visual, electronic)
- Ability to collaborate with a team
- Must be very outgoing and engaging in different social situations and with all ages
- Must be a self-starter who can develop a vision for an outcome and plan the steps needed to follow through to deliver
- Produce and design media in a program such as Adobe Creative suite
- Riding experience would be an asset
- Must be willing to live in a tent in the wilderness for the summer
- Have experience producing media
- Must provide a suitable camera or other media device