**Camp Aldersgate, Inc.**
Mission: Creating life-changing experiences for individuals with special needs.
Vision: Inspiring a barrier-free future.
Values: Love and acceptance, inclusion, collaboration, excellence, innovation

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## Job Description: Director of Communications

**JOB SUMMARY:** The purpose of the Director of Communications role is to effectively communicate the mission of the organization with external and internal stakeholders. This position is a brand ambassador and seeks to spread awareness of the organization and its positive impact on the community.

**RESPONSIBLE TO:** Chief Executive Officer

**DEPARTMENT:** Communications (Administration)

**ESSENTIAL JOB DUTIES AND RESPONSIBILITIES:**

- **Establish and maintain the Communication Strategy**
  - Create and implement the annual communication strategy including marketing and advertising that builds and maintains a positive organizational brand, engages stakeholders, and educates key audiences.
  - Work closely and frequently with the development team to provide communication support for fundraising initiatives including board campaigns, annual campaigns, special events, and/or other donor development initiatives.
  - Work closely with the program team to provide communication support for camper and counselor recruitment and overall guidance for communication strategy.
  - Write and design content for print publications, mass emails and website, including newsletters, blogs, brochures, and e-newsletters.
  - Develop and implement social media calendar based on annual organizational calendar demonstrating understanding of the importance of timing and messages.
  - Ensure quality control of Camp Aldersgate branding and oversee all materials and public communications from the organization.
  - Develop and operate within the annual communication budget.
  - Provide communication, marketing and advertising input to the program and development budgets as needed.
  - Re-purpose content and write content for targeted/segmented audiences.
  - Monitor current industry trends and make recommendations accordingly.
  - Lead crisis communication planning and response
  - Track and analyze KPI performance

- **Foster Relationships**
  - Highly collaborative position requiring strong internal and external relationships.

- Build and maintain positive relationships with donors, families, volunteers, board members, churches, civic organizations, corporations, key media contacts and all constituents.
- Manage all media relations including the identification and distribution of press releases, establishing relationships with local media outlets, serving as point of contact for media and public questions and monitoring social media comments daily.
- Frequently engage with the public, peers, managers, and executives to gain cooperation, persuade, and influence in person, phone and writing.
- Able to work independently while also collaborating effectively with team members.
- Oversee contracts and contractors as needed.

**OTHER JOB DUTIES:**

- Supervise communications interns.
- Represent Camp Aldersgate:
  - Serve on committees, task forces, etc. as needed.
  - Advance the public's awareness about the camp through presentations, appearances, and media interviews when needed.
  - Work with the camp staff regarding communication efforts.
- Perform other duties as assigned.

**EQUIPMENT USED:**

- Frequently operate computers, communication software and other office equipment

**PHYSICAL ASPECTS:**

- Prolonged periods in a stationary position at a desk and working on a computer

**OTHER REQUIREMENTS:**

- May require travel in personal vehicle.
- Full-time forty (40) hours per week (Monday-Friday) whether in the office or working remotely
- Willingness to work weekends and/or overtime to complete tasks as requested

**KNOWLEDGE, SKILLS, AND ABILITIES:**

- Understanding of effective marketing techniques and trends
- Skilled in working with media outlets and social media platforms
- Knowledge of Associated Press style
- Technical skills in Adobe Suite and Microsoft Office Suite
- Can manage multiple projects by multi-tasking, prioritizing and achieving required deadlines
- Strong interpersonal skills including but not limited to adaptability, conflict management, creativity, and resourcefulness
- Demonstrated problem-solving, time management, project management, multi-tasking, and organizational skills with attention to detail
- Strong work ethic including patience, customer service, dependability, initiative, professionalism and positive disposition
- Team player possessing empathy for others to work effectively as a team
- Natural ability to promote a positive image and strong organizational presence
- Passion, ability, and willingness to uphold and support organization's mission, vision and value

**MINIMUM QUALIFICATONS AND EXPERIENCE:**

- Bachelor's degree in communications, public relations, marketing, or related field
- Five (5) years of job-related experience with a proven track record, preferably in communications

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**PREFERRED QUALIFICATIONS:**

- Two (2) years of Not-For-Profit communications specific experience
- Experience in directing stakeholder/community engagement
- Familiarity with emerging communication tools and trends, including the use of AI
- Accreditation in Public Relations (APR)

**CLASSIFICATION:** Exempt, Full-Time

**DISCLAIMER:** This job description is only a summary of the typical functions of the job, not an exhaustive or comprehensive list of all possible responsibilities, tasks, and duties. Additionally, the responsibilities, tasks, and duties of the jobholder might differ from those outlined in the job description and other duties may be assigned. Employee must be able to perform the essential functions of this position satisfactory and, if requested, reasonable accommodations will be made to enable employees with disabilities to perform the essential functions of their job, absent undue hardship. Furthermore, management retains the right to change or assign other duties to this position.

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