

# **Innabah Camp and Retreat Center**

## **Camp Registrar and Marketing Coordinator**

### **Description**

This position will be responsible for recording all camp (summer and Innabah retreats) information, coordinating marketing efforts, and helping with other office related tasks necessary for the day to day operation of Innabah. He/She will be responsible for setting up each season (Summer and Retreats) within CampBrain, regularly going through the system to keep the records clean/organized, ensuring information within different sections are maintained accurately, to be directly responsible to track and maintain all incoming registrations, and making sure all invoices get paid. He/She will be responsible for creating and delivering marketing ideas and activities, for conceptualizing and creating marketing materials, managing projects, and ensuring company messages are consistent. He/She needs to be familiar with CampBrain and Microsoft Office. Effective fulfillment of this position will include proper record keeping and good communication skills. An ideal candidate will have strong Christian character, as well as the gifts and professional presence to represent the ministry of Innabah within the organization and in the community.

### **I. Summer Camp Registration**

- A. Maintain Summer Registration Records and Innabah Winter Retreats Registration Records
  - 1. Phone/e-mail Contact with Parents, Churches, and Agencies
  - 2. Prepare and Mail Camper Packets
  - 3. Database Reports as Needed
  - 4. Invoice Preparation & Processing
  - 5. Assist with Scholarship Disbursement
  - 6. Prepare necessary paperwork for check-in and check-out
  - 7. File all paperwork once received

### **II. Marketing**

- A. Coordinate Marketing Efforts
  - 1. Create, Deliver, Edit, and Optimize marketing materials
  - 2. Ensure messages are supportive of and consistent with marketing strategies
  - 3. Supervise social media outreach and deliver content via Twitter, Facebook, email, or direct mail
  - 4. Coordinate email campaigns
  - 5. Create brochures
  - 6. Work with the Director to determine event budget and manage expenses to that budget
  - 7. Promote products and services through public relations initiatives
  - 8. Develop marketing communications campaigns

### **III. General Office Assistance**

- 1. Prepare the Summer Camp brochure with assistance from the Director
- 2. Assist with ACA Accreditation
- 3. Work with other staff on Marketing (Bulk Mailings, Event Postcards, Birthday Postcards, etc.)
- 4. General Filing & Data Entry (including, but not limited to Volunteer clearances)
- 5. Greet & Direct Office Visitors
- 6. Give Site tours when needed

### **IV. General Responsibilities of Innabah Staff**

- 1. Participate in staff meetings
- 2. Help organize and run Sunday Night Youth Nights
- 3. Be at Innabah (during the summer) for Sunday check-ins to run the money table
- 4. Visit churches to promote camp
- 5. Help with cleaning
- 6. Assist other areas of camp as needed

### **Accountability**

The Registrar is directly accountable to the Director. The Director shall conduct an annual review of job performance and update the job description as necessary.

### **Hours and Compensation**

This position is year-round, but part-time, and will require at least an average of 20-30 hours a week and will be compensated at a rate determined by the Director and the Registrar. Benefits may be part of the salary package.