

# Summer marketing

## Purpose:

To use photography and videography to tell the stories of Camp Tapawingo with the glory of Christ in mind. To manage Camp's social media accounts in conjunction with Tapawingo professional guidelines.

## Responsible to:

Director/Assistant Director of Tapawingo

## Responsibilities:

1. In conjunction with Tapawingo Assistant Director, work out a yearlong marketing calendar for Instagram and videos.
2. Have a view for marketing from a parent's perspective, a camper's perspective and a staff hiring yearlong timeline/perspective.
3. Take pictures and design weekly slideshows. Sort the best of these pictures in order to save them in a folder for the Tapawingo website (about 100-150 of the best pictures each week).
4. Save photos and videos in a well-ordered and easily accessible manner for Director, Assistant Director and CAMP-of-the-WOODS Marketing Team's use.
5. Transfer pictures to the CAMP-of-the-WOODS Marketing team on a weekly basis.
6. Ensure that worship slides are prepared in advance of each night's worship.
7. Manage and update social media accounts with instruction and approval from Director.
8. Attend weekly administrative staff meeting.

## Qualifications:

1. 20 years of age or older.
2. A Christian in agreement with the Camp's Statement of Faith.
3. A portfolio or body of work reviewed by the Camp Director.
4. Ability to produce weekly slideshows/videos that comply with parental privacy requirements.
5. Ability to take photos to be used for marketing purposes which capture the spirit of camp.

6. Ability to work in conjunction with the Tapawingo Director to produce videos to be used throughout the year for Tapawingo promotional purposes. Ability to meet deadlines.

## **Physical Requirements:**

1. Ability to move around camp and maneuver equipment.
2. Manual dexterity.