



**Camp Fire USA Minnesota Council  
Position Description**

Job Title: Communications and Marketing Manager  
Reports to: Vice President of Community Relations  
Job Classification: 40 hours/salaried position  
Essential Functions: Under the supervision of the VP of Community Relations, this position will lead the planning, coordination, and implementation of all council marketing and communication activities. We are looking for a team member who is passionate about their work and has a dynamic approach to marketing the mission of Camp Fire USA MN Council.

Camp Fire USA is celebrating 100 years of service in 2010. This position plays a critical role in communicating to the larger public our achievements over the past 100 years and our vision for the next century.

**Essential Functions**

1. *Council Marketing and Communications (40%)*

Manage council marketing and communication efforts to achieve growth in visibility and ensure a consistent and positive public image.

- Develop and implement an annual marketing and communications plan that: effectively promotes the organization, our out-of-school time club program, and our outdoor program; educates the public; and maximizes the Council's fundraising efforts.
- Work with leadership team to develop key messages and incorporate branding in all Council communication efforts.
- Design and manage media strategy. Develop and maintain strong relationships with media/press.
- Oversee marketing campaign focused on Camp Fire's centennial landmark in 2010.
- Develop and manage a social media campaign.
- Manage a dynamic Council website, working with Council staff to develop relevant and up-to-date content.
- Write, design and produce Council marketing and communication materials, including but not limited to: e-newsletters; brochures; annual report; event invitations, displays, and materials; and press releases. Responsible for ensuring adherence to National Camp Fire message and graphic standards.
- Lead the planning and implementation of Council events. Ensure all events are planned to capture the attention of the intended audience and the media.

2. *Outdoor Program Marketing (30%)*

Manage marketing efforts to achieve high levels of summer camp and year-round user/rental group participation and revenue.

- Work with Camp Fire staff to develop and implement an innovative and effective marketing plan for summer camp program and year-round user/rental groups.
- Aligned with Council's business model, develop customer value proposition for summer camp and user/rental groups. Create compelling messages that may be targeted to specific market segments, communicating the experience of our outdoor programs to potential clients.
- Design, produce and disseminate marketing materials for summer camp program and user/rental groups.

3. *Enhance Council's Fund Development Efforts (20%)*

Manage marketing and communications activities to enhance Council fundraising efforts.

- Work directly with the VP of Community Relations to ensure consistent messages.
- Develop fundraising materials, appeals, and target market strategies.
- Create materials that support the work of our out-of-school time clubs and our outdoor programs, targeting potential and current donors/funders.

- Assist in securing funds and increasing public awareness through fundraising events.
- Incorporate targeted fundraising strategies within all Council marketing efforts, including website, social media, and print and electronic materials.

#### 4. *Capital Campaign (5%)*

- Develop marketing and communications strategy related to Camp Fire's capital campaign to reinvest in Camp Tanadoona that complements Council's overall strategy
- Develop campaign literature and materials
- Oversee communication activities related to the capital campaign
- Assist in event planning related to Camp Fire's capital campaign

#### 5. *Additional Marketing Responsibilities (5%)*

- With staff, conduct market research, evaluate program effectiveness and customer satisfaction data, and recommend strategies to enhance Council performance.
- Coordinate the preparation of an annual budget for all marketing and communications activities; monitor marketing expenses against budget; in partnership with staff, monitor summer camp, user/rental group, and fundraising revenue against budget goals; and provide regular written reports regarding budget variances.
- Ensure that all records relating to marketing and communications are maintained in a timely and accurate manner and are accessible to relevant staff.
- Perform database functions for marketing and communication, including data entry and coordination of distribution lists.

#### **Knowledge, Skills, and Abilities Required**

- Academic or professional experience in the communications and marketing field. Seeking an individual with a wide array of marketing, communications and PR expertise.
- Excellent written, verbal, and interpersonal communication skills.
- Professional and highly motivated. Ability to thrive in a fast-paced work environment.
- Excellent organizational skills, including the ability to prioritize and manage multiple projects simultaneously, effectively meeting deadlines.
- Demonstrated ability to lead as well as to work as part of a team.
- Excellent graphic design skills.
- Strong attention to detail and commitment to accuracy.
- Highly skilled with web-based and electronic marketing strategies, including social media – Twitter, Google Analytics, Facebook, etc.
- Knowledge and experience working with Adobe Creative Suite (In-Design, PhotoShop, Dreamweaver, Illustrator), Constant Contact email marketing software, and Office.
- Skilled in database management.
- Able to work evenings and weekends as necessary.

#### **Education and Experience Requirements**

Bachelor's degree in marketing, communications or related field. Minimum of three years experience in marketing and communications, which may be a combination of professional, internship, and/or academic experience.

#### **SALARY AND BENEFITS**

Salary Range: Low - upper \$30k. Competitive benefits package.

#### **APPLICATION PROCESS**

Submit a cover letter, resume, three professional references, and 2-3 work samples illustrating your marketing, communications, media and/or public relations skills to Camp Fire Human Resources.

Applications may be submitted by e-mail at [hr@campfireusa-mn.org](mailto:hr@campfireusa-mn.org) ; by fax at 612-285-6225; or by mail at:

Camp Fire USA Minnesota Council  
 Attention: Human Resources – Communications and Marketing Manager  
 3100 West Lake Street, Suite 100  
 Minneapolis, MN 55416

This position will remain open through Friday, July 2, 2010 or until position is filled.