



## SOCIAL MEDIA COORDINATOR

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Position Title: Social Media Coordinator

Supervisor: Director of Camp 365

Department: Camp

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### **Camp JCC Summary:**

Our exceptional summer day camp is a place thousands of campers have called home for over 50 years. We are located on a picturesque 55-acre campus in Center Valley, Pennsylvania. With sprawling sports fields, swimming pool complete with water slides, high and low ropes course, nature and hiking trails, art, music, and nature programming, there is something for every camper. Our camp is open and welcoming to the entire community.

### **Mission Statement:**

At camp, we aim for each of our campers to stand a little taller by the end of the summer. Self-esteem and confidence are a vital part of a child's growth and success in the world. We provide an atmosphere for exploration of new and challenging activities with an encouraging and supportive staff guiding the way for achievement. Our Jewish values, which are infused in everyday life at camp, teach campers the importance of strong character, integrity, sportsmanship, team work, conflict resolution, leadership, understanding diversity and caring about the world around them. We want to ensure, that in the best way, the child who we greet on the first day of camp is not the same person that we wave goodbye to on the last day of the summer.

### **Position Summary:**

The Social Media Coordinator is responsible for photographing campers and staff throughout each camp day, uploading the photographs to our camper photo site. In addition, they are expected to actively film live video to be used in our slideshow/video and year-round marketing

### **General Responsibilities:**

- Maintain and grow Camp JCC's social media presence during the summer months.
- Post routine updates to both Shutterfly and Facebook accounts.
- Work collaboratively with year-round JCC marketing staff to collect, create and publish a variety of content through social media.
- Do basic video production and editing.
- Write up newsletters showcasing weekly activities that occur at camp.
- Attend all mandatory camp meetings and staff training events.
- Participate enthusiastically in all camp activities, providing support and guidance to camp staff.
- Participate as a member of the camp staff team to deliver and supervise special events, field trips, lunch organization, and other all-camp activities and functions.
- Meet with supervisor regularly to discuss weekly activities.
- Attend all mandatory camp meetings and staff training events
- Participate enthusiastically in all camp activities
- Perform other duties as requested or required, whether or not specifically mentioned in this job description.

**The Jewish Community Center of the Lehigh Valley  
702 North 22<sup>nd</sup> Street  
Allentown, PA 18104**

**Position Competencies for Success:**

- Ability to work effectively with others in all levels of the organization in a professional manner
- Positive attitude
- Commitment to the growth and development of youth
- Commitment to producing consistent, high-quality work
- Excellent judgment
- Ability to identify problems and work quickly to find solutions
- Patience, caring and creativity
- Flexibility, adaptability and ability to function as part of a team
- Desire to make a difference in the life of a child

**Qualifications:**

- Basic digital photography skills
- Commitment to work the full 8 weeks of camp (absences for school or other reasons are handled on a case-by-case basis by the Camp Director)
- Have or are working toward a bachelor's degree in business, marketing, or a related field
- Strong-to-expert knowledge of social media platforms, especially Facebook and Twitter
- Comfort with identifying and solving problems
- Excellent written and oral communication skills
- Ability to prioritize and manage multiple projects
- Photoshop and iMovie experience a plus
- Knowledge of Jewish Community Centers a plus