



Camp Michawana Guest Relations & Communication Coordinator

Key Summary & Focus: The Guest Relations & Communication Coordinator [GRCC] serves the purpose of welcoming and hosting groups that visit and rent out camp. The GRC will draw more groups and campers by effectively communicating events, updates, and opportunities with digital, print, and in person communication.

The GRCC answers to the Executive Director [ED] with input from the Senior Program Director on communication needs. The OA is responsible for overseeing, and--with guidance and oversight from the ED and Executive Committee [EC]--growing the following areas with the help of supporting staff and volunteers:

- **Hosting Guest Groups**
- **Writing and Designing Newsletters and Emails**
- **Managing CM's Social Media and printed communications**

Key Skills/Abilities:

The GRCC of Camp Michawana is to be a Christ-following, proven, self-motivated, mission-driven professional, who will work in tandem with the ED and SPD. The GRCC is responsible for the communication between guests and camp staff to provide an exceptional guest experience.

The GSC is to be a dynamic, spirit-filled, mature, people-positive professional with significant experience in planning, leading, designing, and marketing communication. The GRC needs to be highly proficient in building and facilitating relationships with current and future camp guest groups, staff, and volunteers.

Key Strategic Role:

- Working in tandem with the ED to strengthen the CM guest experience by providing exceptional service and an atmosphere that promotes Biblical and relational growth.

Soul Care: Committed Christian (with spiritual transformation testimony, both past, and present), demonstrates Biblical financial responsibility characteristics, spiritual partner [mentor, confidant, Barnabas] to represent CM to donors and volunteers.

Key Relationships: ED, Senior Program Director (SPD), Key Local Partners (i.e., churches, other group organizations, OA for booking information, etc.)

Role Qualifications:

- Requires 2 years' experience in a camp or guest host setting.
- Demonstrates skills in communication, social media, and computer use.
- Understands and is able to develop and implement/improve communications between CM and the guest community.
- Demonstrates skills in customer service, large and small group communications, leadership, and group work with adults, teens, and children.
- Is highly motivated with the consistent ability to meet or exceed goals while cultivating and retaining members, volunteers, and program participants.
- Possesses ability to quickly build rapport and develop deep and effective relationships with guests and others to achieve goals.

- Is consistently self-driven and goal-oriented, with the ability to set effective team and individual goals while taking ownership of results.
- Demonstrates an ability to multi-task and adapt to changing contexts and priorities.
- Possesses strong analytical and critical-thinking skills, with the ability to identify and leverage relevant data to use in planning and decision-making.
- Has ability to understand, adapt to, interact, and demonstrate influence with diverse people, teams, perspectives, and cultures.
- Is proficient in using email, internet, and other PC-based applications (e.g. Microsoft Office) with the ability to learn and adapt to new technology.

Essential Role Functions:

Key duties include:

- **Hosting Guest Groups**
 - Working and communicating with CM guests and support staff
 - Attend Thursday staff meetings to give updates
 - Arrange for interns to cover any times you are not available
 - Read and update reports for needs of groups
 - Facilitating development of relationships with existing guest groups
 - Ensuring that guest groups have their physical needs met while on camp. (Fires lit, bedding, supplies, etc.)
 - Welcoming and giving them a brief orientation. (Either to their team leader or the group at a meal time).
 - Communicating with the Food Service and Intern team to ensure we have ample staff to cook and do dishes and activities during the group's stay.
 - Be the first line for emergency and non-emergency calls
 - Having a phone nearby to respond to needs
 - Contact and connect other areas of help when needed in maintenance, medical, or other needs
- **Writing and Designing Newsletters and Emails**
 - Writing and designing the monthly newsletter
 - Collaborate with the SPD and create special emails with news or coming events
 - Print and send out to the partners that prefer snail mail
- **Managing CM's Social Media and printed communications**
 - Posting Bi-Weekly updates on Facebook and Insta-gram
 - Create and edit the annual brochure
 - Create posters and flyers for events

Fiscal Management:

1. Work with the Donor Alumni Committee in staying within the marketing budget for printing and subscriptions.
2. Assist in taking payment from groups

Leadership Competencies:

Mission Focus: Reinforces CM's mission, vision, and values within the organization and the greater community. Effectively communicates the benefits and impact of CM to all guest groups.

GRCC Management Effectiveness: Integrates multiple thinking processes to make decisions. Involve and utilize current CM staff, volunteers, and supporters for the furtherance in the development and

execution of positive, impactful guest group relationships. Ensures the successful execution of all key essential role functions.

Personal and Spiritual Growth: Fosters a leader learning environment embracing diverse abilities and approaches from a strong Bible-centric focus and purpose. Creates a sense of urgency and positive tension to support people change and spiritual transformation. Has the spiritual, functional, and technical knowledge and skills required to perform well and thrive; uses best practices and demonstrates up-to-date knowledge and skills in technology and program enhancement.

Robust Collaboration: Builds and nurtures strategic relationships to enhance support for CM. Serves as a visible community partner in building long-term, valuable collaborations based on trust and credibility to advance CM's mission and goals. Communicates for influence to attain buy-in and support goals. Provides spiritual awareness, useful tools, and creative resources to serve the development of others.