

# Mother of Hope Camp

## *Job Description*

Job Title: **Media Counselor**  
Classification: **Nonexempt – Seasonal – Does not include health insurance or retirement benefits**  
Reports to: **Senior Counselor**

### Position Purpose:

The Media Counselor is responsible for photography, videography, and publication of electronic and hardcopy publications as they relate to promotion of camp-related activities and events.

### Essential Job Functions:

- Generate, edit, publish and share daily content that builds meaningful connections, communication and encourages our camp families and the public to return daily for updates.
  - Work closely under the supervision of the Senior Counselor for all media related activities
  - Responsible for taking, reviewing, and posting daily photographs/video clips of each age group and a variety of activities/camp locations to Facebook/Instagram.
  - Write, design, and publish weekly newsletters via Constant Contact.
  - Write press releases related to camp events/activities to send to local publications.
  - Design hard-copy and digital ads to advertise programs and events offered at Mother of Hope Camp.
  - Develop and regularly organize electronic files under specific headings for easy accessibility and use in future publications.
  - Present completed projects to Senior Counselor for approval prior to publication.
  - Attend all camp-related promotional and family events in addition to the summer camp program to acquire photographs, videos, and information for future promotions and publication.
- May participate in the development and implementation of program activities for campers.
  - Actively participate in all program areas as assigned.
  - Assist in program areas such as waterfront, field, nature, all camp activities, challenge course, archery, and arts and crafts as directed.
- Be a role model to campers and staff in your attitude and behavior.
  - Follow and uphold all safety and security rules and procedures.
  - Set a good example to campers and others in regards to general camp procedures and practices including sanitation, schedule, and sportsmanship.

### Other Job Duties:

- Participate enthusiastically in all camp activities, planning and leading those as assigned.
- Participate as a member of the camp staff team to deliver and supervise evening/weekend programs, special events, and other all-camp activities and camp functions.
- Assist in the planning of any special events

### Relationships:

*Media Counselors often have direct relationships with the counseling staff and may actually serve as a counselor with a camper group when not on duty in their activity area.*

### Equipment Used:

- Camp camera
- Camp computer
- Camp video camera

### Qualifications (*Minimum qualifications and experience*)

- Must be 18 years of age or older.
- Must be experienced in photography, videography, promotional publication, Word, Publisher, Photoshop, Constant Contact, & Social Media.
- Must possess excellent communication and grammatical skills.
- Must be able to obtain or become certified in First Aid/CPR/AED.
- Must submit health history record and examination form prior to first day of work.
- Must be willing to and enjoy interacting with youth of all age levels.
- All final applicants will be subjected to a criminal background check.

### Knowledge, Skills, and Abilities:

- Must be familiar with the use of a basic digital camera in photographing, downloading, storing, and publishing photos and/or videos electronically.
- Must possess strong photography skills.
- Must be skilled in the use social media: Facebook, Twitter and Instagram.
- Must possess excellent grammar, communication, and marketing skills.
- Must possess a positive attitude, the ability to work well with others, be able to take direction, and be able to take initiative in working independently.
- Must possess excellent multitasking, organizational, and time management skills.
- Must possess and understanding of the development needs of youth.
- Must possess the ability to relate to youth and adults in a positive manner.

### Physical Aspects of the Job:

- Ability and willingness to work outdoors in many types of weather and navigate on foot in a timely manner throughout the camp.
- Ability to communicate and work with groups participating (age and skill levels) and provide necessary instruction to campers and staff.
- Ability to observe camper behavior, assess its appropriateness, enforce appropriate safety regulations and emergency procedures, and apply appropriate behavior-management techniques.
- Visual and auditory ability to identify and respond to environmental and other hazards related to the activity.
- Physical ability to respond appropriately to situations requiring first aid. Must be able to assist campers in an emergency (fire, evacuation, illness, or injury) and possess strength and endurance required to maintain constant supervision of campers.