

Marketing Department

PHOTOGRAPHER/VIDEOGRAPHER



JOB DESCRIPTION

The photographer and videographer's role is to capture a clear, cohesive, and complete picture of the members' experience at CAMP-of-the-WOODS. You will be responsible for taking and editing photos/video footage of summer activities in order to create promotional material.

REQUIREMENTS

The following are preferred or required:

- Must have a passion for representing Christ in the creative industry
- Camera equipment preferred (we can provide or assist with our gear)
- Photography, videography/film production experience (at least 2 years of schooling)
- Good understanding of Premiere Pro and Lightroom
- Basic understanding of Photoshop

RESPONSIBILITIES

- Capture photo and video footage for all resort activities and amenities
- Work on marketing projects for present and future campaigns; this includes meeting and networking with resort members
- Manage multiple projects and coordinate with various departments
- Work a flexible schedule; good work ethic
- Have a problem-solving attitude; must be able to adapt to various problems and pivot during campaigns
- Show flexibility, a positive attitude, and a willing spirit to learn outside your area of expertise
- Responsible and disciplined in creating timely, detailed, and engaging content
- Precisely adhere to the organization's brand and style guidelines
- Show organizational skills; is capable of knowing how to be efficient and prioritize tasks/projects
- Exude characteristics of a team player; shows initiative in both individual and communal tasks

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COMMUNICATIONS SPECIALIST



JOB DESCRIPTION

The Communications Specialist position is responsible for overseeing our COTW app communication (internally and externally), managing our social media platforms, ad campaigns, and tracking data.

REQUIREMENTS

The following are preferred or required:

- Must have a passion for representing Christ in the creative industry
- Camera equipment preferred (we can provide or assist with our gear)
- Photography experience preferred
- Basic understanding of Adobe Programs/Canva
- Basic understanding of Google Analytics and Facebook Ads Manager

RESPONSIBILITIES

- Planning and writing content for social media and website.
- Work a flexible schedule with a good work ethic.
- Be detail-oriented and capable of working with data entry for our app.
- Have a problem-solving attitude; must be able to adapt to various problems and pivot during campaigns.
- Show flexibility, a positive attitude, and a willing spirit to learn outside your area of expertise
- Responsible and disciplined in creating timely, detailed, and engaging content.
- Precisely adhere to the organization's brand and style guidelines, ensuring that we produce high-quality and error-free copy.
- Analytical – analyze media algorithms and report on ROI (return on investment).
- Show organizational skills; know how to be efficient and prioritize tasks/projects.
- Exude characteristics of a team player; show initiative in both individual and communal tasks.

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GRAPHIC DESIGNER/WRITER



JOB DESCRIPTION

The graphic designer/writer position is responsible for creating promotional material for the COTW brand as well as its sub-brands/branches (LIFT, Tapawingo, Missions, COTW365 App, and Conference Season). Deliverables may be short-term or long-term depending on the project.

REQUIREMENTS

The following are preferred or required:

- Solid understanding of Adobe InDesign
- Must have a passion for representing Christ in the creative industry
- Camera Equipment preferred (we can provide or assist with our gear)
- Photography experience preferred
- Basic understanding of Photoshop and/or Illustrator

RESPONSIBILITIES

- Create various kinds of marketing materials such as brochures, flyers, booklets, etc. (print and digital).
- Strong writing skills for writing promotional content (print and digital).
- Detail-oriented with a high standard for image quality
- Willing and able to work a flexible schedule, good work ethic
- Problem-solving attitude; must be able to adapt to various problems and pivot during campaigns
- Shows flexibility, a positive attitude, and a willing spirit to learn in and outside of your area of expertise
- Responsible and disciplined in creating timely, detailed, and engaging content
- Precisely adheres to the organization's brand and style guidelines
- Shows organizational skills; is capable of knowing how to be efficient and prioritize tasks/projects
- Exudes characteristics of a team player; shows initiative in both individual and communal tasks