

Overall Purpose

The Social Media Manager records and publishes the goings-on at Camp Kahquah for all to see! The ideal candidate would have experience in photography, videography, editing, or social media management to create and share promotional materials and document events and activities through social media, including Camp Kahquah's blog.

Responsibilities

The Social Media Manager's main role is to document and share the events, activities, and important aspects of the campers' time at camp, both to share with parents and to promote Camp Kahquah. Duties include:

- Write daily blog by a specific time every day to give parents a good idea of what is going on at camp
 - Run blog post past Administrative Assistant to edit before publishing
- Photograph and film video footage daily to capture camp experience
- Produce and edit promotional material (photos, videos, posts, captions, etc.) for publication on social media sites (e.g., Facebook, Instagram, etc.)
- Take camper/cabin pictures for Christmas Cards
- Create slideshow for kids at the end of the week
- Prepare slideshow for purchase on USB
- Other tasks as assigned by Senior Staff

Relationships

The Social Media Manager will interact with primarily with campers and Cabin Leaders to capture the experiences of camp life. They will also communicate with the following:

- Administrative Assistant – run all blog posts by the Admin Assistant to be edited
- Executive Directors
- Summer Program Coordinating Team

Equipment Used

- Camera – ideally, the candidate will be able to provide their own, but a phone camera will serve the function
- Computer – ideally, the candidate will be able to provide their own
- Photo and video editing software (e.g., iMovie, Adobe Premier, Photoshop, Final Cut, etc.)
- Canva, WordPress, Instagram, Facebook, Twitter



Social Media Manager

Qualifications

The Social Media Manager should have experience with photography, videography, and the fundamentals of social media and blogging platforms as well as a passion for effective communication through social media and digital storytelling.

Requirements

- Must be able to be outdoors for extended periods of time when following campers to capture photos and footage
- Must be willing and able to see and pursue photo opportunities throughout the day
- Should ideally be able to provide their own camera and computer equipment

