



## Job Description

<b>Job Title</b>	<i>Content Marketing &amp; Technology Coordinator</i>
<b>Reports to</b>	<i>Executive Director</i>
<b>Location</b>	<i>Camp Thurman, 3001 Sarah Drive, Arlington, TX 76013</i>
<b>Job Type</b>	<i>Hourly (Full or Part-Time)</i>

### Job Purpose

The purpose of the Content Marketing & Technology Coordinator is to oversee and implement all aspects of content creation, marketing and technology—whether virtual or physical—by designing creative elements for social media marketing and camp programming, maintaining multiple websites and all technological equipment, delivering photos and videos virtually and physically, and analyzing internet data for increased social media and website traffic.

### Duties and Responsibilities

#### Marketing & Technology

- Assist with other administrative staff in group projects that require creative or digital design elements
- Create and maintain parent, customer and staff social media engagement by regular scheduling and posting on media outlets
- Plan, develop, create content for and execute marketing strategies to support initiatives of organization
- Create and maintain website pages for ease of mass communication and information
- Keep up-to-date with creative design standards and social platforms in our industry and beyond

#### Summer Camp

- Oversee and train a team of photographers/videographers for summer sessions
- Supervise editing of summer camp content (photo & video) to meet delivery needs for social media and photo distribution
- Coordinate photography and virtually distribute photos for Challenge Adventure Programs
- Implement audio/visual communications for summer and event programming

### Qualifications

#### Qualifications include:

- High school diploma or GED required (Bachelor's degree preferred)
- Working knowledge of programming & web design (HTML, CSS, JavaScript, Wordpress)
- Excellent computer and design proficiency (Google Suite Apps, MS Office, Adobe Cloud Elements, etc.)
- Experience and knowledge shooting and editing in both photography and videography arts
- Ability to train other administrative staff and summer employees in using technology in a concise and ongoing manner for all camp programming and communication
- Excellent verbal and written communication skills, including ability to effectively communicate with internal and external customers
- Must be able to work under pressure and meet deadlines, while maintaining a positive attitude and providing exemplary customer service
- Ability to work independently and to carry out assignments to completion within parameters of instructions given, prescribed routines, and standard accepted practices

### Working conditions and Physical Requirements

- Extended work hours in the summer months
- Must be able to lift and carry up to 50 pounds
- Must be able to talk, listen and speak clearly on the phone and in person
- Ability to uphold copyright infringement and all other intellectual property laws
- Ability to safely and successfully perform the essential job functions consistent with the ADA, FMLA and other federal, state and local standards, including meeting qualitative and/or quantitative productivity standards
- Ability to maintain regular, punctual attendance consistent with the ADA, FMLA and other federal, state and local standards