



## Job Description – Communications Manager

### I. Position

Communications Manager

### II. Reporting Relationship

The Communications Manager reports to the Director of Advancement

### III. Job Summary

The Communications Manager is responsible for managing the development of marketing communication plans and materials for camp registrations, recruitment of guest groups and summer staff and development. These materials will include video, presentations, print and online communications. The Communications Manager manages project teams, creates project plans, monitors deadlines and budgets, and coordinates campaigns and projects aligned with the Fort Wilderness marketing goals.

### IV. Job Tasks

#### Project/Campaign Management (60%)

- A. Manage project teams consisting of internal and external resources to ensure on-time and on budget completion of marketing communications projects and campaigns.
- B. Manage marketing campaigns and collateral development to generate and build awareness and achieve recruiting, development and camper goals.
- C. Work with other relevant marketing resources to develop an integrated marketing plan and budget, campaign schedules and other deliverables
- D. Manage the flow of Marketing information between the various teams at Fort Wilderness. Making sure that all deadlines are met, and at project conclusion, communicate the results to internal marketing resources

#### Budget & Follow-up (10%)

- A. Budget management per project which includes planning, controlling and reporting
- B. Program reporting and administrations

#### Other (30%)

- A. Running special marketing projects assigned by the Director of Advancement
- B. Other duties as assigned, including but not limited to: Photography, Videography, Travel to Churches/Educational Facilities as needed for Marketing purposes, Verifying Proofs, Marketing Writing.

### V. Qualifications

- A. Agreement with the theological positions of Fort Wilderness Ministries.
- B. Communications or Marketing degree is preferable.
- C. Experienced in Christian camping or other not-for-profit organization preferred.
- D. Experience in Marketing database analysis
- E. Direct Marketing and proven successful campaigns.
- F. Must be highly organized, detail-oriented and self-motivated.
- G. Excellent computing skills with working knowledge of Microsoft Office and Adobe Studio applications,
- H. Excellent communication and people skills.
- I. Ability to interact on all levels of the organization.

v. Jan 8, 2010

**VI Support Statement**

- A. This is an “at will” support-raising position. Fort pays this person bi-monthly the amount approved by the Fort Board of Directors, taking into account the amount of anticipated support he/she will raise.
- B. After an orientation period, benefits available include: 401k Plan, paid vacation, health insurance (staff pay 25% of the premium), HSA Spending Account.

**VII More info:** please contact Craig Holmquist, Director of Advancement, at **craighol@fortwilderness.com** or 715.277.2587 x29 or 800.338.3678.