



Job descriptions:
Content Creator

Job Title: Content Creator
Classification: Nonexempt
Dates: July 13-20, 2024
Reports to: Camp Manager

Position Purpose:

As a Content Creator at CampOUT, your primary responsibility is to capture and create engaging visual and written content that reflects the camp's unique spirit, culture, and activities. You will help document and share the camp experience with campers, parents, and the wider community through various media channels. Additionally, you will work with the camp platform, ensuring daily uploads of photos and videos, and collaborate to create content with sponsors.

Essential Job Functions:

- **Content Creation:**
 - Create high-quality written content, including blog posts, newsletters, and social media updates, that highlights camp activities, stories, and events.
 - Serve as the camp's primary photographer and videographer, capturing memorable moments and camp activities.
 - Edit photos and videos to showcase camp life, campers, and staff.
 - Manage and curate an organized media library for easy access to camp-related assets.
- **Content Strategy:**
 - Collaborate with camp leadership to plan and execute content strategies that align with camp goals and values.
 - Develop and maintain camp's social media accounts, posting regularly to engage campers and families.
 - Engage with campers and staff to gather stories, testimonials, and anecdotes that illustrate the camp experience.
- **Marketing Materials:**
 - Produce creative and visually appealing marketing materials, such as brochures and promotional videos.
 - Ensure all content adheres to camp branding guidelines and maintains a consistent and positive camp image.
- **Professional Development:**
 - Stay updated on industry trends and best practices in photography, videography, and content creation.
 - Work with the camp platform to upload photos and videos of camp activities at least twice daily.
- **Sponsor Collaboration:**
 - Create content that aligns with our sponsor's brand and supports camp initiatives.
- **Contributions to Camp Experience:**
 - Assist with other camp duties as needed to contribute to the overall camp experience.

Other Job Duties:



- Attend staff meetings and complete training sessions, and all paperwork as required in a time manner
- Maintain open communication with campers, parents, and staff to gather feedback and ideas for content.
- Be prepared to assist with emergency procedures and first aid if necessary.
- Contribute to a respectful and supportive camp culture.

Relationships:

Content Creators generally have regular relationships with all staff members, campers, program specialists, and leadership.

Equipment Used:

Content Creators may be asked to use fire protection equipment, safety equipment, specialty program equipment. Some may be asked to drive camp golf carts.

Qualifications: (Minimum Education and Experience)

- Must be at least 21 years old.
- Previous camp counselor experience or experience working with children and youth is a plus.
- Certification in First Aid and CPR preferred.
- Candidates must have the ability to pass a background screening, with the associated costs covered no sooner than 60 days prior to the commencement of the camp.
- Previous experience in photography, videography, or social media management is a plus.
- Proficiency in photography and video editing software.
- Excellent written communication skills.
- Familiarity with social media platforms and content scheduling tools.
- Must submit a health history record by camp deadline

Knowledge, Skills, and Abilities:

- A deep appreciation for camp culture and values.
- A strong passion for storytelling, photography, videography, and content creation.
- An ability to capture and convey the spirit and uniqueness of camp life through photography and videography.
- Strong interpersonal skills to collaborate with campers, staff, and camp leadership.
- Adaptability to work in a dynamic and fast-paced camp environment.
- Technically savvy with a willingness to learn new tools and technologies.
- A commitment to maintaining the camp's positive and inclusive image through all content.
- Creativity and an eye for visual aesthetics.
- Strong organizational and time-management skills.
- Enthusiasm for sharing and promoting the camp experience.

Physical Aspects of the Job:

- Physical requirements may include carrying and setting up photography and videography equipment.
- Ability to work outdoors in various weather conditions.
- Willingness to live on-site during camp sessions and work irregular hours.

As a Content Creator, you will play a crucial role in capturing the magic of CampOUT through photography and videography, preserving memories, engaging campers and families, and collaborating



with sponsors to support camp initiatives. Your storytelling, photography, and videography skills will help enhance the camp experience and promote the camp's values and culture.