

Camps Bernadette & Fatima Open Position

DESCRIPTION POSITION TITLE: Sales, Marketing, & Development Director

FLSA: Exempt

Reports to: Executive Director, Camps Bernadette & Fatima

STATUS: Full-time

POSITION OVERVIEW: Works closely and collaboratively with the Executive Director, Resident Directors, and others in the camps' office to grow camper enrollment through retention and new camper recruitment. The sales & marketing director is also responsible for supplying the resident directors with a flow of qualified staff candidates to be considered for summer positions. This role also supports the Executive Director with development efforts including the Annual Campaign, donor cultivation, and fundraising efforts.

Represents the camps in a manner that is consistent with our vision of being a joyful, Catholic community offering a sense of belonging for all. The person in this position is a visible leader in our camps' community and works with numerous constituents to grow the camps' enrollment. This position supervises the communications specialist.

ESSENTIAL JOB FUNCTIONS

1. Increases camper enrollment at Bernadette & Fatima by successfully creating retention and new camper sales strategies.
2. Speaks regularly and works closely with Catholic school and parish groups in NH and throughout the Northeast to create centers of influence for camper enrollment.
3. Identifies new geographic areas and communities for the camps to penetrate new markets.
4. Supervises the communications discipline both digitally and in print to ensure best practices with data-driven tactics. This includes the development and distribution of effective, motivational content.
5. Travels routinely in the off-season with colleagues to conduct superior camp presentations to new and existing families to grow enrollment.
6. Assists the Executive Director with the execution of the Annual Campaign, Giving Tuesday, Session Raffle, and other development activities. Cultivates donors.
7. Uses data-based evidence from digital marketing tools to drive marketing activity. Partners with a digital marketing firm to understand and analyze our current and desired customer base, and creates plans for targeted growth.

EDUCATION, EXPERIENCE, AND SKILLS REQUIRED

1. Bachelor's degree and 2-3 years related customer-conversion sales experience; experience in a summer camp setting required
2. A working knowledge of the Catholic Church; practicing Catholic in good standing with the Church is preferred
3. Superior interpersonal and presentation skills
4. Ability to sell our camps and their value proposition to families to increase camper enrollment
5. Proficiency with social media, WordPress, Email platforms, CRM
6. Acts as a public face and voice of the camps representing our vision & mission

7. Outstanding verbal and written communication skills
6. Ability to represent the camps well in many environments – in person, on webinars, over the phone, etc.
7. Proficient use of Microsoft Office tools such as Outlook, Word, Excel, and PowerPoint
8. Ability to travel to parishes, schools, and other locations for marketing / enrollment meetings

ENVIRONMENT: 1. A shared workspace in the camp office 2. Approximately 30%-40% of time spent traveling
3. Frequent use of office equipment.