

Camp & Retreat Ministry of the Dakotas and Minnesota Area of the United Methodist Church

Job Title: **Area Camp & Retreat Marketing and Outreach Project Coordinator**
Classification: ***Exempt***
Reports to: **Area Director of Camp & Retreat Ministry**
Position Location: **Dakotas conference office with some flexibility to work-from-home**

The camp and retreat centers of the Dakotas and Minnesota are ministry extensions of the Dakotas and Minnesota Annual Conferences of The United Methodist Church. With two camps in South Dakota, one in North Dakota, and three in Minnesota, we offer Christian hospitality and places set apart where all individuals and groups may experience Christ, Creation, and Community.

The Dakotas and Minnesota Conferences continue on their intentional journey to make disciples of Jesus Christ for the transformation of the world. This **Journey to Vitality** includes four strategic pathways:

- Developing Missional Leaders
- Equipping Missional Congregations
- Extending our Missional Impact
- Generating Missional Resources

Missional, as used in the above four strategic pathways, means to focus on God's purposes for Christ's mission, not our personal or institutional preferences. It means to turn outward and engage the world with a burning desire to have a transforming impact on individuals, communities, and global systems. Camp and retreat ministries are a key partner within each Conference's **culture of call** as together we seek to create disciples of Jesus Christ, develop missional leaders, and equip missional congregations. An experience at camp has had, and continues to have, a deep and lasting impact on many within each annual conference. Camp provides life changing and faith shaping opportunities and experiences for all ages and interests, focusing on established outcomes and core values:

Our Mission:

Helping campers and guests to experience Christ, Creation, and Community through camp and retreat ministries

Outcomes:

Disciples and leaders, who hear and respond to God's call to:

- Share Faith
- Love and accept everyone
- Serve others
- Trust God

Core Values:

- Provide sacred places apart
- Nurture Christian faith and discipleship
- Teach creation care and appreciation
- Partner with United Methodist churches and agencies
- Extend Christian hospitality and community
- Develop principled spiritual leaders
- Inspire and equip lives for love and justice

Position Purpose:

To be a strategic partner in building relationships and creating systems in area Camp and Retreat Ministry that further the mission and produce these outcomes:

1. The churches and leaders of the Dakotas and Minnesota Annual Conferences perceive camp and retreat ministries as a partner in the spiritual formation, Christian discipleship, and leadership development of their children youth, and families through the participation in area Camp and Retreat Ministries.
2. Increased participation and generation of new ministries for area summer camp program and year-round hosted/retreat ministries. Specifically, each annual conference experiences an average growth of 2-3% each year for the next five years.
3. Strong relationships with mission-critical leaders, teams, and stakeholders across the area—specifically, local church camp ambassadors, deans, staff, and volunteer leaders.
4. Systems in place for regular/timely review of participant and stakeholder feedback around effectiveness towards meeting established outcomes, core values, and overall satisfaction.
5. Systems and processes are in place to connect what's happening in area camp and retreat ministry (specifically camping stories of impact) back to local church leaders and conference staff and ministry teams.

The Area Camp and Retreat Marketing and Outreach Project Coordinator will have authority, responsibility and accountability, under the supervision of the Area Director of Camp and Retreat Ministries, to move the ministry toward these outcomes through the planning, coordination, and delivery of:

- **Marketing/Promotional** tasks and projects
 - Creating and implementing an annual comprehensive marketing plan
 - Working with internal staff and external vendors to develop marketing and promotional materials and resources
 - Relationship Marketing through camp ambassador outreach and strategic church engagement
- **Volunteer Outreach, Engagement, Development, and Support**
 - Reviewing/redesigning/delivering volunteer dean resource materials
 - Helping to evaluate then reboot volunteer leader roles and expectations
- **Survey, Evaluation, and Feedback** systems
 - Expanding systems for participant and stakeholder feedback and evaluation
 - Helping the area Camp and Retreat teams ensure overall ministry quality, consistency, and effectiveness with a specific focus on these outcomes.

Relationships:

This position will work closely with the Area Director of Camp and Retreat ministry for daily tasks as well as short-term and long-range goals and assignments. This position will also work collaboratively with campsite directors, annual conference staff, local church clergy and staff, camp ambassadors, volunteer leaders, campers, and families of the Dakotas and Minnesota Annual Conferences.

Qualifications:

- Committed to the Christian faith; a passion for leading others to the faith through camping, retreat, and outdoor programming
- Professional education and/or experience that demonstrates competency of desired skills
- Experience and comfort using technology, social media, website upkeep, and common design software in creative marketing, outreach, and communication
- Demonstrated strong experience in collaborative work
- Ability to work independently
- Interpersonal concern and sensitivity towards constituents

Other Desirable Skills:

- Knowledge of United Methodist beliefs, practices and organizational structure
- Experience related to children and youth camping and retreat ministries and programming
- Experience with the American Camp Association (ACA)

Accountability and Compensation:

- Full-time, non-exempt, beginning late August or early September 2017
- Salary plus benefits based on experience and compensation policies of the DAKUMC
- Occasional travel to campsites, churches and conference offices. Travel expenses will be reimbursed
- A member of the Dakotas and Minnesota area camp management team, accountable to the Area Director of Camp and Retreat Ministry for their work performance and accomplishment of goals

Physical Requirements:

This position will require the ability to listen to others, observe others' actions, read text and information, comprehend instructions and manuals, and the physical ability to move about in various environmental conditions. Approximately eighty percent of the work will be seated or standing and in front of a computer monitor, and twenty percent requires physical movement; the position may require bending, kneeling, climbing, lifting, carrying, pulling, pushing or stretching. It requires a normal range of hearing and eyesight to record, prepare, and communicate appropriate camper/guest/staff activities and programs.

This job description describes general nature of the job and should not be construed as an exhaustive list of responsibilities, duties or skills required for the job. Job descriptions do not establish a contract for employment and are subject to change at the discretion of the employer.