

Communications Specialist

Job Description

Reports To: Communications Manager and Activities Coordinator



American Youth Foundation Mission

We dare people to discover and celebrate the very best in themselves and others; inspire them to explore diverse perspectives and complex challenges; and embolden them to live courageously, engaging their full capacity.

Job Location: Position is located at Miniwanca in Shelby, Michigan. The Miniwanca site necessitates the ability to move through rugged terrain. The Photography Specialist will live onsite during staff training and during the two camp sessions.

Job Type: Seasonal

Job Summary:

Communications Specialists write daily blog posts, create frequent social media posts, assist with camper family email communications, and write longer articles for the AYF monthly email newsletter.

Summer 2024 will include two weeks of paid staff training beginning June 16, followed by two three-week camp sessions. Most seasonal contracts will end August 11.

Position Responsibilities:

- Write and upload daily blog posts documenting life at camp to WordPress
- Draft at least three social media posts each week for all Miniwanca social platforms
- Work with Communications Manager to write and schedule email summer family email communications
- Write at least two longer articles for Founder Sparks the AYF email newsletter.
- Actively participate in all camp activities with enthusiasm, creating an inclusive environment that encourages all campers to participate.
- Provide mentorship and connection to all campers in the community with whom you interact.
- Model responsibility and compassion for campers in all activities, such as cleaning cabins or the eating lodge.
- On occasion, assist with Main Office, Boys Camp, or Girls Camp office management, or a cabin at the request of the coordinators.
- This is not meant to be a complete list of all responsibilities. Other duties may be assigned.

Skills and Qualifications:

Required:

- Must be 21 or older and one year post-high school graduation experience
- Strong long-form and short-form communication and writing experience required (ideally journalism, marketing, PR, or other communications classes or experience)
- Familiarity with strategic communications **for a brand** on social media platforms such as Instagram, Facebook, and TikTok.
- Strong time management and organizational skills
- Support the organization's mission and vision with integrity, dependability, and accountability.
- Interact effectively with individuals and groups respecting social and cultural diversity. Establish and maintain appropriate professional relationships and interpersonal skills that contribute to a positive community.

- Demonstrate passion for serving youth, encouraging campers to explore through play and creating a space where youth feel included and a sense of belonging.
- Fully participate in and be present at all camp community activities, including staff training activities.
- Maintain effective mental, emotional, and social interactions in our youth centered residential summer camp program.
- Ability to handle stressful situations appropriately, maintaining mental, emotional, and social resiliency needed for the job in a fast-paced, interactive environment.
- Use effective and appropriate self-care practices for maintaining overall wellness.
- Follow all guidelines and policies as described in the AYF (American Youth Foundation) staff manual.

Work Environment:

- Position is located at Miniwanca in Shelby, Michigan. The Miniwanca site necessitates the ability to move through rugged terrain.
- Communications Specialists will live onsite during staff training and during the two camp sessions, including weekends and evenings, to be available 24 hours/day in case of emergency response.
- Housing and all meals are provided.
- Staff live in a communal space with other staff or in cabins with campers, depending on position.

Compensation:

- Weekly pay: \$500
- Communications Specialists will receive one day off for every six days worked

Company Culture:

The AYF believes that how we act and interact reflects who we are as a community. In practice, at the AYF we value investing in youth, stewarding the environment, encouraging participants and staff to explore and develop their values and beliefs, belonging in community, and growing together.

Recognizing the full value of all, the American Youth Foundation affords equal opportunity for employment and program participation to all individuals on the basis of merit and/or eligibility without regard to race, color, sex, pregnancy, sexual orientation, gender identity, familial status, religion, national origin, citizenship, disability, age, military status, or any other basis prohibited by law.

The above statements are intended to describe the general nature and level of work being performed by the individual(s) assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required for this position. This document does not create an employment contract, implied or otherwise, other than an "at will" relationship.