



Camp Aldersgate  
Director of Communications

### Job Summary

The primary responsibility of the Director of Communications is to develop and implement a communications strategy that builds and maintains a positive organizational brand, engages stakeholders and educates key audiences. Other duties include, increasing Camp's visibility by managing the brand image as well as Camp Aldersgate's social media and online presence.

### Job Duties and Responsibilities

- Creates, plans and implements ongoing integrated communication strategy
- Develops and operates within communication budget
- Management of all media relations including but not limited to identification and distribution of press releases and establishing relationships with local media outlets
- Writes content for both print and website including newsletters, blog, brochures and e-newsletters
- Develops and implements social media calendar based on annual organizational calendar demonstrating understanding of the importance of timing and messages.
- Comfortable with re-purposing content and writing content for targeted/segmented audiences
- Stays current regarding industry trends and makes recommendations accordingly
- Works directly with the Development Director to provide communication support for various fundraising initiatives including board campaign, annual campaigns, special parties, or other donor development initiatives.
- Serve as a point of contact for media and public questions
- Ensures quality control of all information released
- Develops and provides input and approval for Camp's marketing and promotional pieces.
- Builds and maintains a positive and open rapport with donors, churches, civic organizations, corporations, volunteers, key media contacts, and other constituents

### Qualifications

- Bachelor's Degree in Marketing, Communications or Public Relations
- 5-10 years of progressive experience with a proven track record
- Possess a solid understanding of effective marketing techniques and trends
- Excellent writing and editing skills
- Ability to communicate clearly and effectively with team members and senior leadership.
- Strong time-management and organizational skills.
- Strong and confident leadership
- Experience in directing stakeholder/community engagement

To apply, please email resume, references and three writing samples to Kerri Daniels at [kdaniels@campaldersgate.net](mailto:kdaniels@campaldersgate.net).  
No phone calls.