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www.johnsonnaturecenter.org

Job Title: Nature Camp Communications Lead

Employment Dates: June 10, 2024 - August 16, 2024; No Camp July 1-5, 2024

Days and Hours: 8:00am - 4:30pm, Monday - Friday

Rate of Pay and Benefits: \$13.10 - \$17.40

About: Johnson Nature Center (JNC), operated by Bloomfield Hills Schools, is a 40 acre natural site that offers visitors a natural sanctuary and many place-based learning opportunities. It's open year-round for schools and community educational programs and has over 2 miles of trails. Camp programming at the Johnson Nature Center provides children, ages 3-13, an opportunity to explore science and the natural world while creating lasting memories and friendships.

Position Overview: As the Nature Camp Communications Lead, you will be responsible for (1) capturing the special, beautiful, and magical moments that make our program shine and (2) articulating a daily narrative on key moments and learning outcomes of campers through our camp blog. This position requires a high level of creativity and excellent written communication skills. The Camp Communications Lead will self manage their time and prioritize documenting high impact moments through photo and video. Daily, the Camp Communications Lead will publish edited photos to the camp blog and sales site and they will support building our photo sales strategy and process. Excellent judgment and decision making skills are required to ensure that the brightest moments of camp are highlighted. While this position is not primarily responsible for supervising children, you will be asked to support their experience. You should also be physically able to work outdoors in various weather conditions.

Role and Responsibilities:

Pre-Camp:

- Complete all onboarding paperwork prior to the first day of staff training, 06/10/24.
- Attend and actively participate in required staff training, 06/10/24 – 06/21/24

During Camp:

- Participate fully in the implementation of Camp, 06/24/24 – 08/16/24 (Note: no camp July 1-5)
- Independently photograph campers, volunteers, staff, and the site
- Edit and publish 50-100 photographs to the camp blog each day
- Write and publish the camp blog, which should effectively capture highlights from each camp day
- Film and compile a video of weekly highlights
- Develop engaging, high quality content for social media that appropriately reflects the mission and values of Camp, Johnson Nature Center, and Bloomfield Hills Schools
- Design and implement marketing strategies to increase camp participation and retention
- Comply with all BHS and LARA policies and procedures
- Support other components of the Camp program, as needed

Post Camp:

- Complete end of season feedback survey

Minimum Skills and Qualifications

- Must be at least 18 years of age
- Demonstrated experience in photography/videography
- Intermediate to advanced experience with media software such as Adobe Creative Suite
- Demonstrated ability to work effectively with diverse communities
- Ability to be resilient, maintain a great attitude, and be solution oriented
- Ability to meet the physical demands of the position (i.e. working outdoors in various weather conditions, traversing uneven terrain and stairs, lifting up to 50 lbs)

Preferred Skills and Qualifications

- College level coursework in photography, journalism, or a related field
- Experience with website development, graphic design, content creation, branding, marketing
- Sincere appreciation for nature, camp, outdoor learning

Reports to: Camp Coordinator

Key Collaborators: Camp Group Leaders

Location: In-person, local

Method of application:

All applicants must submit an application at: [Bloomfield Hills Schools Job Postings Page](#)

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