

2020 Smirkus Camp Communications Associate

Department: Circus Smirkus Camp	Staffing Classification: Seasonal
Reports to: Camp Admin Director	FLSA Classification: Exempt
Date: Winter 2019	

JOB SUMMARY:

The Camp Communications Associate provides the visual and written narrative of what takes place at Circus Smirkus Summer Camp to support the organization's larger marketing effort. Best known for being the nation's only traveling youth circus, Circus Smirkus also operates a summer circus arts training camp for youth at its Greensboro, VT campus where this summer position is based. Students in film studies, new media, marketing, journalism, creative writing, or marketing/communications are encouraged to apply.

ESSENTIAL FUNCTIONS:

Provide Marketing Content

1. Produce and edit photos of campers, video and website blog posts.
2. Publish photos, video and written content to social media sites, including camp photostream account, YouTube, Instagram, and camp blog using strategies outlined by the Marketing Department.
3. In coordination with Marketing Team, develop video assets and camp narrative to be used in marketing Smirkus camp to public.
4. Act as primary content provider for the 2020 Smirkus Camp blog.
5. Act as press liaison for special events and coordinate photo and press opportunities as needed.

Monitor & Archive Content

1. Monitor the brand in social media, the press and internal communications to ensure consistency and compliance with brand standards.
2. Respond strategically to trends in social media, including trending hashtags and campaigns relevant in circus, summer camp and nonprofit industries.
3. Maintain and archive photo and video databases.

Additional duties as assigned:

1. **Camp Concessions support** as needed as part of the Smirkus Camp team assistance.
 - stock inventory create displays
 - operate cash register
 - fill camper orders
 - prepare care packages ordered for campers by their parents
 - support coaches and counselors by printing schedules, registration materials, final day materials, etc.
2. **Assist with a variety of camp tasks** as needed as part of the Smirkus Camp team assistance. These include but are not limited to:
 - camp setup/tear-down
 - pre-session facility prep

- driving company vehicle

KNOWLEDGE AND EXPERIENCE: (Minimum education, experience, technical and communication skill levels and licenses/certificates normally required to perform the duties of this position.)

1. Excellent written and oral communication skills.
2. A knack for social media including Instagram, Twitter and Youtube.
3. Proven skills in photography - SLR digital camera with video capabilities.
4. Photo editing skills.
5. Video production skills.
6. Strong attention to detail and an ability to meet deadlines.
7. Ability to be flexible, positive, take initiative and demonstrate good judgment.
8. Ability to maintain confidentiality and follow-through on tasks and projects.
9. Familiarity with Wordpress, Mailchimp, Photoshop and visual layout programs desirable.
10. Currently pursuing a degree in New Media Marketing, Communications, Film, Journalism, or Public Relations desirable.
11. Experience with nonprofit organizations is highly desirable, though not required

WORKING CONDITIONS: (Typical working conditions associated with this type of work and environmental hazards, if any, that may be encountered in performing the duties of this position.)

Internal: Work is normally conducted in an office environment at a youth camp site in Greensboro, VT. Living quarters are provided in dorm style housing. Meals are provided daily. Schedule is 6 days on, 1 day off - hours vary.

External: Smirkus Camp is located on 35 acres of land so walking to and from the dorms, the main office, the dining hall, the concessions store, and circus tents is required.

PHYSICAL DEMANDS: (The physical effort generally associated with this position.)

- Work involves standing, walking, bending, kneeling, reaching, stooping, hearing and communicating effectively.
- Work may include occasional pushing, pulling, or carrying equipment.
- Must be able to lift 50 pounds.

SUPERVISION:

Day-to-day supervision is received on-site from the Camp Administration Director, with additional supervision from the Marketing Team.

PERIOD OF EMPLOYMENT:

This is an approximately three month seasonal position from the end of May to end of August 2020.

TO APPLY:

To be considered for this position, email a cover letter, resumé, and a Completed [Circus Smirkus Employment Application](#) to robin.laplante@smirkus.org

Circus Smirkus is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, disability, age, or veteran status. <http://www.smirkus.org>.