Title: Camp Photographer and Communications Assistant

Department: Camp	Staffing Classification: Seasonal
Reports to: Camp Director & Marketing Director	FLSA Classification: Exempt
Last updated: 1/29/2024	Signature:

JOB SUMMARY:

The Camp Photographer and Communications Assistant provides the visual and written narrative of what takes place at Smirkus Camp. Photographs and written articles support the organization's larger marketing effort and provide camper families and friends with up-to-date happenings at Smirkus Camp. Best known for its flagship Big Top Tour, 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 photography, film studies, new media, marketing, journalism, creative writing, or communications are encouraged to apply.

ESSENTIAL FUNCTIONS:

Provide Marketing Content

1. Produce and edit photos of campers, video and website posts.
2. Publish photos, video and written content to social media sites, including camp flickr account, YouTube, Instagram, and camp blog using strategies outlined by the Marketing Director.
3. In coordination with the marketing team, develop video assets and camp narrative to be used in marketing Smirkus camp to the public.
4. Act as primary content provider for the Smirkus Camp blog, and coordinate guest writers from within the Smirkus Camp staff or greater circus community when appropriate.
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

Assist with a variety of camp tasks as needed as part of the Smirkus Camp team.
These include but are not limited to:

- create headshots of all campers on arrival day and assemblage of office-only "facebook" for each session
- coordinate all camp photo for each session including staging and printing
- camp setup/tear-down
- pre-session facility prep
- fill camper orders from concessions
- prepare care packages ordered for campers by their parents

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, TikTok 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, Photoshop and visual layout programs desirable.
10. Currently pursuing a degree in New Media, Marketing, Communications, Film, Journalism, Photography or Public Relations desirable.
11. Experience with nonprofit organizations is highly desirable, though not required.
12. Enjoys fun and working with and alongside kids.

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, overnight camp in Greensboro, VT. Living quarters are shared rooms provided in dorm style housing. Meals are provided daily. Schedule is 6 days on, 1 day off - hours vary.

External: Work also takes place outdoors or under circus big top tents. 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:

On-site supervision is received from the Camp Director, with communications tasks assigned by the Marketing Director (remotely).

SALARY: Base: $600/week. Room and Board included

PERIOD OF EMPLOYMENT:

This is an approximately three month seasonal position from early June to the end of August.

A Promise of Inclusion

Circus Smirkus celebrates all types of peoples, cultures, and skills to showcase the multifaceted triumph of human abilities, particularly among our youth population. Joining Circus Smirkus – as a participant, an employee, a volunteer, or an audience member – means you belong. And to all who join, Smirkus asks for you to embrace our values and to help us create joy and magic for everyone who encounters a Smirkus program. We commit to providing everyone equal opportunity to shine— both in and out of the ring.