

# Outdoor Marketing Director

Laurel Highlands Council

The Boy Scouts of America, Laurel Highlands Council (LHC), serves nearly 17,000 youth members and 5,000 volunteer adult leaders throughout its multi-state footprint in Western Pennsylvania, Western Maryland, and parts of West Virginia, making it one of the largest councils in the Boy Scouts of America.

Heritage Scout Reservation offers over 2000 acres of unspoiled woodlands with a 270-acre lake that is the ultimate adventure laboratory for Scouts to experience summer camp! With four camps and a conference center on the reservation, exciting experiences await every Scout from the newest Cub Scouts to the most experienced Eagle Scout and Venturer.

With other activities continuously attracting youth in different directions, we are in need of a leader to provide seasonal leadership to ongoing marketing campaigns targeted at attracting youth to camp. Outdoor experiences provide an opportunity for youth to hone their leadership skills in a unique environment. It also emphasizes skills used throughout the year. Studies show that youth who participate in outdoor programming are more likely to remain members of the BSA. We need fresh ideas and a leader to help us build and implement our marketing efforts. The ideal candidate would be independent, resourceful, collaborative, and creative.

The Outdoor Marketing Director (OMD) will work with LHC and Heritage Reservation leadership to provide strategic and tactical marketing support with the goal of attracting more youth and groups to attend Heritage Reservation. The OMD will also work with a group of volunteer marketing professionals to create and implement the marketing strategies for Heritage Reservation. The OMD must be comfortable working in different media and show a proficiency in design, content generation, and technology. Responsibilities will include graphic design, website updates, social media management, email marketing, copy writing, communications planning, research, and more. The OMD will showcase current activities occurring throughout the summer at Heritage Reservation, while also building elements for a promotional campaign, which will span the off season.

## Specific Duties

- Assist volunteer professionals in strategizing marketing and communications with the goal of attracting more youth and Scout groups to camp
- Provide on-site leadership throughout the summer season to showcase camp activities and build campaign assets for off season promotion for 2019
- Manage social media activities
- Train camp program and administrative staff on marketing efforts and standards
- Identify areas of opportunity for current and future promotion and marketing
- Provide leadership on all aspects of camp marketing

**Requested Skills**

- Proficiency in general technology
- Proficiency in social media marketing
- Proficiency in design software (Adobe Suite)
- Proficiency in marketing & communications
- Proficiency in MS Office or similar suite of office software
- Proficiency in website maintenance

**Timeframe**

This position will begin work on a limited basis (10-12 hours/month) in April, and will be required to serve onsite as a Heritage Reservation camp staff member dedicated to marketing initiatives from June 3 to August 3, 2018. This person will also assist in preparations following the summer season until October 31 on a limited basis (10-12 hours/month).

This position is ideal for a college student considering a career in marketing/communications, as great experience will be acquired in creating and implementing marketing strategies alongside marketing professionals.

**Salary Range**

- \$250/month - April, May, August, September, October
- \$350-\$450/week plus meals and lodging – June and July

**Other Important Information and Requirements**

- The Boy Scouts of America, Laurel Highlands Council is an Equal Opportunity Employer
- Applicants must have a valid driver's license
- Applicants must be able to register with the Boy Scouts of America and pass required background clearances
- Applicants must be willing to live on site at Heritage Reservation during the summer camp season from June 3 to August 3.
- Applicant must be able to complete required pre-camp training both online and in person.
- Position is PHEAA State Work Study Grant eligible

**To Apply**

- Complete the online camp staff application available at <http://bit.do/2018staff>
- Send a current resume and letter of interest to Mike Manner, Director of Camping, [mike.manner@scouting.org](mailto:mike.manner@scouting.org))

This position is funded by the ACORN Society whose mission is providing marketing capacity and infrastructure to engage more youth in positive outdoor experiences.