



**Job Title:** Outreach & Sales Manager, Bluewater  
**Purpose:** Expand outdoor education opportunities and earned revenue at Camp Fire Minnesota's Camp Bluewater  
**Reports to:** Chief Programs Officer  
**Classification:** Non-exempt; Part-time (20 hours/week), temporary through September 2019

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### **Organization Overview:**

Young people want to shape the world. With nature as our catalyst, Camp Fire Minnesota energizes youth to discover their spark so their futures glow brighter. Through our variety of nature-based programming, we kindle an environment where all youth feel welcome, igniting a confidence to learn, lead and live. Camp Fire Minnesota is an inclusive youth development organization, serving a highly diverse population of youth and teens and providing scholarships to make outdoor experiences accessible to all youth. We operate two camp properties: Tanadoona on Lake Minnewashta in Chanhassen and Camp Bluewater on Bluewater Lake in the Chippewa National Forest near Grand Rapids, MN. We believe that when we encourage youth to light their sparks today, our collective future will burn bright with hope, respect and possibilities.

### **Position Overview:**

This position is responsible for expanding mission-based and rental use of Camp Bluewater near Grand Rapids, MN. This position is grant-funded through September 2019.

A recent market study identified that there is a "nature deficit" among young people in the Grand Rapids area. Due to limited resources, primarily transportation and funds available, many youth-serving organizations and families are unable to provide these experiences to youth. To make Bluewater accessible to youth, this position will build regional relationships to simultaneously expand free to low-cost use of Bluewater for youth organizations, and expand market-rate rental of Bluewater, which will subsidize mission-based youth work.

We are looking for a mission-driven individual with a creative and visionary approach to connecting youth and the community to nature. This person should provide excellent customer service, have a take-charge approach, and be extremely professional. A successful candidate is self-motivated, collaborative, meets deadlines, independent, promptly responds to requests or communications, and establishes a dynamic relationship with all customers, partners and funders. While reporting to the Chief Programs Officer, this position works across all functions of the organization.

### **Essential Functions:**

#### Grow use of Bluewater by youth-serving organizations

- Drive awareness and encourage use from "Networks for Youth" and other youth serving organizations through engagement and favorable pricing policies
- Help to promote Camp Fire Minnesota programs based at Camp Bluewater, including scholarship opportunities, to families and organizations in Itasca County
- Measure customer satisfaction through post-rental/use surveys, responding to customer feedback, and identifying areas of improvement
- Support the administrative functions by:
  - Recording mission-based data accurately and timely for reporting needs
  - Maintain ongoing communications with camp leadership team for programming, administrative, and partner/parent needs
  - Work closely with the Accounting Associate to ensure reporting is financially accurate

#### Increase Rental Revenue

- Promote rental opportunities to a variety of groups through creative methods

- Focus on increasing rental groups in the fall, winter and spring as there is a lot of room for growth at these times
- Provide excellent customer care for interested and confirmed rental groups leading up to, during and following their visit. This includes providing site visits, greeting and checking-out groups, and providing on-call support as needed by group.
- Provide input in creating annual budget for rental business

#### Relationship-building and Collaboration

- Boost awareness of Bluewater and promote value to potential funders, civic groups, volunteers, businesses, etc.
- Be part of the community by attending Networks for Youth meetings, Chamber of Commerce gatherings and other community events
- Identify marketing opportunities and collaborate with Marketing Director for advertising, collateral, and additional marketing support for mission-based and rental initiatives.
- Identify funding opportunities and collaborate with Development to explore new funding
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#### Caretaker of Bluewater

- Check on Bluewater often for signs of vandalism, maintenance needs, storm damage, pipes freezing, etc.
- Promptly report any damage or issues to the Chief Programs Officer
- Meet with maintenance person/crews if they are needed to fix something
- Work with on-call staff to ensure property looks good, buildings are clean and utility closet is stocked with appropriate supplies
- Fix any minor repairs or issues that are within the scope of your knowledge and comfort level

#### **Additional requirements:**

- Able to travel to Minneapolis for limited meetings with Camp Fire Minnesota staff
- Able to work remotely from home office

#### **Knowledge, Skills, and Experience:**

- Professional: customer service driven with a positive, professional and ambitious attitude
- Strong written and verbal communication skills required
- Strong ability to connect with others via phone, email and in person, comfortable collaborating with a team remotely, and works well independently
- Strategic approach to business development and partner outreach
- Self-motivated to deliver high quality experiences and customer service
- Project management experience: reviewing the various areas of work and plan to manage each project in an efficient and effective manner while ensuring the highest level of customer service to all parties
- Practical Assessment Skills: ability to quickly assess a situation, investigate the surrounding information and find solutions or make recommendations that will ensure the satisfaction of both parties
- College degree and/or minimum 3-5 years of previous professional sales and customer service experience
- Proficient in SharePoint, Microsoft Office software (particularly Excel, Outlook, Word)

#### **Salary and Benefits:**

Salaried PT position: \$20,000-\$22,500, dependent on qualifications/experience.

#### **Application Process:**

Send cover letter, resume and three references to Human Resources: [hr@campfiremn.org](mailto:hr@campfiremn.org). This position will remain posted until the position is filled.

*Camp Fire Minnesota is an Equal Opportunity Employer.*

*Applicants are considered without regard to race, color, religion, sex, national origin, age, veteran status, sexual preference, disability, condition or any other group protected by law*