

Job Title: Content & Design Manager
Reports to: Director, Communications & Org Effectiveness
Classification: Full time (40 hours per week)



Who we are

With nature as our catalyst, Camp Fire Minnesota energizes youth to discover their spark so their futures glow brighter.

Youth spend 90% of their time indoors. Camp Fire Minnesota addresses this challenge by delivering culturally relevant, nature-based programs at Tanadoona, Camp Bluewater, and throughout the community to over 6,500 youth from all backgrounds each year. We help youth “light their spark within” through summer camp, environmental education & STEM classes for schools, and community-based out-of-school time nature programs.

We are proud to offer inclusive and welcoming programs to youth in the community. To this end, 40% of Camp Fire youth participate at reduced or no cost.

As a result of their Camp Fire experience, 92% of youth report valuing nature and stewarding the environment.

What’s getting us inspired

We are passionate about learning from and partnering with others doing great work. We are inspired by:

- The Atlantic and REI’s [Five Ways to Make the Outdoors More Inclusive: An Action Plan for Change](#)
- [Thorne Nature Experience’s](#) philosophy and approach to delivering culturally meaningful nature experiences
- [Children & Nature Network](#), [Outdoors Alliance for Kids](#), [The Alliance](#) and other advocacy groups dedicated to connecting all youth to nature
- Shinrin Yoku or ‘forest bathing’ as a tool for nature connection, healing and well-being

Where we are headed

Camp Fire Minnesota envisions a future where every youth has access to nature-based experiences and learning. In order to bring this vision to life, we set out a new Strategic Plan in 2020. Recognizing the inequity in our field (both in the past and today), this new strategic plan aims to further diversify what spending time in and protecting nature looks like – for every young person. We will leverage Tanadoona in new ways with the addition of a brand-new Community & Dining Center. And guided by input from youth and schools across communities, our programs and curriculum will further evolve to embrace the many ways people engage with and benefit from nature. (<https://campfiremn.org/wp-content/uploads/2020/01/Strategic-Plan-2020-2022.pdf>)

Position Overview:

Camp Fire Minnesota is seeking an experienced and creative communications professional to engage supporters and build awareness through powerful stories of youth discovering their sparks in Camp Fire. This position leads the development of marketing communications initiatives tailored to meet branding standards and various audiences of Camp Fire Minnesota.

We're looking for someone who is:

- Curious and creative – we're a learning organization, eager to try new ideas. This person should thrive on testing previously held beliefs and developing new strategies.
- Organized and driven – we have many exciting projects moving forward at once. We're a strong team and we trust one another to follow through.
- A Storyteller – we believe that when we encourage youth to light their sparks today, our collective future will burn bright with hope, respect and possibilities. This position engages with many different people, from donors to board members to program participants and their families to share the stories of youth discovering their sparks and the impact that has on the broader community.
- Interested in youth development and environmental education and justice.

Primary Responsibilities***Storytelling***

- Proactively gathering impact stories and testimonials from Camp Fire youth, families and partners.
- Create and implement integrated communications plan and editorial calendar with the support of the Marketing team.
- Lead visual and written storytelling across communications that deepen donors' and supporters' connections to the impact of our work and broaden awareness of our programs within and outside our community. Leveraging mediums such as blog stories, email and social campaigns, direct mail pieces, annual reports, events, etc. tailoring messaging for audience(s).
- Build relationships and collaborate across the organization to gather content and write stories from program participants and families, community partners, and organizational supporters.
- Play a lead role in planning, designing, scripting, marketing and implementing fundraising events.
- Manage social media communications and website updates.

Design

- Bring your artistic style to design and produce inspiring branded materials including print, digital, and signage.
- Oversee adherence to brand guidelines.
- Receive and develop design requests for all departments; manage and communicate project workload and deadlines.
- Take and coordinate photography and video as needed.

Marketing/Communications

- Support other marketing efforts to drive growth in earned revenue.
- Develop, write and edit presentations.
- Maintain organized photo library and digital assets.

- Lead website copywriting and brand updates as needed.
- Maintain projects within allocated budget, proposing cost-saving measures where appropriate.

Skills and Qualifications

- 4-6 years of experience in related roles
- You're a storyteller, possessing excellent written and verbal communication skills.
- Comfortable interacting with a wide range of constituents, from youth and families in our programs, to partner organizations, to donors and other supporters.
- Excellent graphic design skills.
- Committed to maintaining brand consistency.
- Professional and highly motivated. Ability to thrive in a fast-paced, remote work environment, while maintaining quality and accuracy.
- Demonstrated ability to lead as well as to work as part of a team.
- Advanced skills with Adobe Creative Suite and Microsoft Office (Word, Excel, Outlook, and PowerPoint).
- Preferred, experienced with WordPress, Blackbaud and Raisers Edge.
- Preferred, video editing (Adobe Premiere or Rush) and willingness to learn other new platforms/programs to support organization communication needs.
- Ability to work occasional evenings and weekends as necessary.

Location:

Our team works remote from home, with the option to office intermittently at our Tanadoona office. Regular in-person meetings and events take place at Tanadoona in Excelsior, MN. Employees must have reliable internet and reliable transportation.

Salary and Benefits:

Salary range \$50,000-55,000, based on experience. Competitive benefits package, including 3% retirement contribution and sabbatical policy.

Application Process:

Send cover letter, resume and three references to Human Resources: hr@campfiremn.org. Include "Content and Design Manager" in the subject line of your email.

The posting will remain open until filled. We cannot guarantee that we will be able to respond to inquiries to check on the status of your application.

Camp Fire Minnesota is strongly committed to addressing environmental justice. We encourage candidates with diverse experiences and backgrounds, Black, Indigenous and people of color, LGBTQIA+ individuals, and unemployed persons to apply.