

**Job Title:** Marketing Specialist  
**Reports to:** Director, Communications & Org Effectiveness  
**Classification:** non-exempt, part-time (20 hours per week) *with desire to expand to full-time (with benefits) as budget allows.*



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### 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 – and that was before COVID-19. Camp Fire Minnesota addresses this challenge by delivering culturally relevant, nature-based programs at Tanadoona, Camp Bluewater, and throughout the community to 6,500 youth from all backgrounds each year. We help youth “light their spark within” through summer and school break camps, environmental education & STEM classes for schools (in-person and virtual), and community-based out-of-school time nature programs.

We are proud to offer inclusive and welcoming programs to youth in the community, including free and reduced rate programs and a scholarship program.

As a result of their Camp Fire experience, 93% 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

### 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/2020/10/2020-2022-Camp-Fire-Minnesota-Strategic-Plan-1.pdf>)

**Position Overview:**

The Marketing Specialist works closely with Marketing team and across functions, primarily Programs and Sales/Rentals teams, to strategically market our fee-based programs and rental business. This position will research, develop, execute, and analyze consumer-facing marketing and communication efforts to achieve revenue goals. This position executes on strategies including ownership of campaigns, collateral, advertising/PR, social media, and all digital.

**We're looking for someone who is:**

- A marketer driven to build awareness and engage new people in Camp Fire through our fee-based programs and rentals.
- 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.
- Interested in youth development and environmental education and justice.

**Primary Responsibilities****Advertising & PR**

- Collaborate with marketing team to develop and implement marketing and advertising plan to grow rental revenue and increase program participation within defined budget.
- Design and coordinate PR strategy with Director of Communications.
- Write and edit presentations and articles.

**Marketing & Communications**

- Support implementation of integrated communications plan and editorial calendar to drive new business for our rental business and fee-based programs (i.e. summer camp).
- Develop marketing materials to support program, rental, and organizational awareness and promotion.
- Create and lead social media strategy developing content and identifying habits of our online community to support growth of rental business and fee-based programs. Collaborate with Content & Design Manager to build this strategy into the overall organization social media plan.
- Manage and update website (WordPress), including build and support SEO strategies, including optimizing keywords.
- Collaborate with Content & Design Manager with writing and sending e-mail marketing and e-newsletters related to fee-based programs and rental business.
- Analyze engagement, report on web traffic from all digital channels and its effectiveness; provide recommendations to improve.

**Special Events**

- Support planning and marketing of community & fundraising events.

**Skills and Qualifications**

- 2-3 years of experience in related roles
- Knowledge of current trends and techniques in marketing, public relations, media relations, advertising and social media.
- Excellent verbal and written communication skills.

- Demonstrated creative ability with regard to writing, promotions, advertising and strong editing 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.
- Experience with Microsoft Office (Word, Excel, Outlook, and PowerPoint).
- Experience with WordPress, Adobe Creative Suite (design and video editing), Blackbaud and Raisers Edge preferred
- Ability to work evenings and weekends as necessary.

**Salary and Benefits:**

\$21-\$23/hour. At 20 hours/week, this position is not eligible for benefits.

**Location:**

Remote (home) office, with accessible transportation to attend in-person as needed across the Twin Cities metro and our property Tanadoona (3300 Tanadoona Drive, Excelsior, MN 55331).

**Application Process:**

Send cover letter, resume and three references to Human Resources: [hr@campfiremn.org](mailto:hr@campfiremn.org). Include "Marketing Specialist" in the subject line of your email.

The posting will remain open until filled. Due to the volume of applications, we cannot guarantee that we will be able to respond to inquiries to check on the status of your application, thank you for your understanding.

*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.*