



**Job Title:** Marketing Specialist  
**Reports to:** Director, Communications & Org Effectiveness  
**Classification:** Non-exempt; Part-time (32 hours/week)  
**Location:** Remote, with regular visits to Tanadoona and program locations across the Twin Cities metro

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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 thousands of 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.

### **Where we are headed**

Camp Fire Minnesota envisions a future where every youth has access to nature-based experiences and learning. Recognizing the inequity in our field (both in the past and today), Camp Fire’s 2020-2022 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 our 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. [View our 2020-2022 Strategic Plan](#)

### **Statement of Inclusion**

Camp Fire believes in the dignity and the intrinsic worth of every human being. We welcome, affirm, and support young people and adults of all abilities and disabilities, experiences, races, ethnicities, socio-economic backgrounds, sexual orientations, gender identities and expressions, religion and non-religion, citizenship and immigration status, and any other category people use to define themselves or others. We strive to create safe and inclusive environments that celebrate diversity and foster positive relationships. All are welcome at Camp Fire.

**Position Overview:**

The Marketing Specialist works across the organization to market our fee-based programs and rental business by researching, developing, and analyzing consumer-facing marketing/communication efforts to meet revenue goals. Another key function of this role is to lead storytelling on our blog and social media channels, connecting our audience with the unique experiences of Camp Fire participants in order to further our mission. This position works alongside the Marketing Manager on campaigns, digital and print materials, advertising/PR, and social media.

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

- An enthusiastic communicator. You enjoy reaching out to program participants, advertisers, and potential partners to build awareness and engage new people in Camp Fire through our fee-based programs and rentals.
- A strong writer with a passion for connecting with all types of people. You put people at ease and are able gather their stories and share them through mission-based blogs and social media posts.
- Curious and creative. We are a learning organization, eager to try new ideas. You thrive on testing previously held beliefs and developing new strategies.
- Organized and driven. We have many exciting projects moving forward at once. You are a strong and trusted team member.
- Interested in youth development, and environmental education and justice.

**Primary Responsibilities****Marketing & Communications**

- Support implementation of communications plan and editorial calendar to drive new business for our rental business and fee-based programs.
- Visit in-person programming and events to collect content including photos, videos, interviews, and quotes from participants.
- Use collected content to create engaging, mission-based blog stories and social media posts.
- Create and lead social media strategy to support growth of rental business and fee-based programs. This includes developing content (organic and paid) and working with Marketing Manager to build this strategy into the overall social media plan.
- Analyze social media engagement, report on web traffic from all digital channels and its effectiveness; and provide recommendations to improve.
- Update website (WordPress), including building and supporting SEO strategies.
- Collaborate with Marketing Manager to write and send marketing e-mails related to fee-based programs and rental business.
- Collaborate with Marketing Manager to develop marketing materials to promote Camp Fire's programs and rentals and increase overall awareness of our organization.
- Collaborate with Marketing Manager on story design and layout for all web blogs.

**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.
- Write and edit presentations and articles.
- Connect with advertisers (newspapers, online publications, etc.) to submit ads for fee-based programs and rentals.

- Research new opportunities for rental marketing exposure and visibility (i.e. trade shows, local events, new publications).
- Support PR strategy with Director of Communications.

### **Special Events**

- Support planning and marketing of community & fundraising events.

### **Skills and Qualifications**

#### *Minimum qualifications*

- 2-3 years of marketing/communications experience

#### *Additional skills and qualifications*

- Excellent journalistic and relationship-building skills, both on- and offline
- Knowledge of current trends and techniques in storytelling, social media, public relations, and advertising
- Demonstrated creative ability regarding writing, social media, advertising, and editing
- An eye for design and a commitment to maintaining brand consistency
- Professional and highly motivated - able 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 social media (Facebook, Instagram, LinkedIn, Twitter, TikTok)
- Experience with WordPress and Canva preferred, Adobe Creative Suite/graphic design and photography skills a plus
- Ability to work occasional evenings and weekends as necessary

### **Salary and Benefits:**

\$38,000-41,600 based on experience. Eligible for health benefits at part-time rate, as well as a 3% retirement contribution and sabbatical policy.

### **Location:**

Remote (home) office, with accessible transportation to attend in-person as needed (averaging 4-5 times/month) 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 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, LGBTQIA2S individuals, and unemployed persons to apply.*