



Job Title: Event & Marketing Coordinator

Reports to: Vice President of Development & Communications

Classification: Full-time

Location: Hybrid: On-Site + Work from Home

Who we are

With nature as our catalyst, Camp Fire Minnesota energizes youth to discover their spark so their futures glow brighter. Camp Fire Minnesota delivers culturally relevant, nature-based programs onsite at our camp property in Excelsior 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 afterschool 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), our 2024 - 2026 Strategic Plan outlines the steps and partnerships necessary to continue our work. The following two years, we are committed to actively listening and engaging with young people and our community to eliminate barriers to new experiences in nature while sharing our history, values, and vision for the future.

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 Event & Marketing Coordinator is responsible for supporting all Camp Fire Minnesota events and communications, including but not limited to data entry, event logistics, tours, marketing, social media management, and organizational requests for marketing needs. The individual must be self-motivated, results-oriented with a positive outlook and clear focus on authentically sharing Camp Fire Minnesota’s story. Additionally, possess excellent time management skills, with comfortability dealing with a broad spectrum of people.

We're looking for someone who is:

- Committed to diversity, equity, and inclusion (DEI)
- Task and detail oriented focused on execution
- A self-starter with creative writing and storytelling abilities
- Committed and passionate about ensuring all young people have access to nature
- Passionate about building community through events

Events

- Ensure timely and professional responses to all rental inquiries, providing detailed information to potential clients alongside Business Development & Sales Manager.
- Coordinate rental groups and space availability and cleaning alongside operations and facilities department alongside Business Development & Sales Manager.
- Coordinate and conduct rental tours, showcasing our facilities and services to prospective clients alongside Business Development & Sales Manager.
- Regularly review and refresh rental and fundraising marketing materials and online content to ensure accuracy and appeal.
- Accurately input and maintain rental data, including client interactions, booked rentals, and client information, in the CRM database to ensure up-to-date records.
- Assist in the preparation, review, and execution of rental contracts, ensuring all terms and conditions are met.
- Collaborate with the Development Director to organize and execute notes, agendas, and action items for fundraising committee meetings, ensuring effective communication and follow-up.
- Welcome and lead weekend and evening rentals on an as-needed basis.

Communications

- Develop and curate a comprehensive photo and video library, digital assets, and testimonials for use in social media, website, and print materials, ensuring consistent and engaging content.
- Oversee social media and newsletter communications for all departments, crafting compelling stories, posts, and engaging with followers to build our online presence.
- Create, edit, and write PowerPoint presentations for various organizational needs, ensuring clarity, professionalism, and visual appeal.
- Receive and develop design requests from all departments, delivering high-quality visual materials that align with organizational branding and messaging.
- Organize and assist in fundraising and outreach activities, contributing to the planning, execution, and promotion of events to engage the community and raise awareness.
- Manage relationships and logistics for community events where Camp Fire is present, ensuring our participation is well-organized and impactful.

DEI

- In collaboration with stakeholders, ensure all fundraising and marketing efforts are inclusive and equity focused.

- Support the five DEI subcommittees (financial access, racial diversity, gender and sexuality, ability, mental health, and neurodiversity, and cultural appropriation) including serving on at least one sub-committee.
- Learn and grow alongside Camp Fire team as we integrate Community Centric Fundraising into organizational practices.

Organizational Support

- We run many programs throughout the year and during peak busy seasons, we ask all staff to support in various ways! This can mean you might help with the camp check-in process, greet guests at events, or other fun tasks.
- We are looking for someone who brings a collaborative spirit and is excited to support our mission-based work when needed!
- Maintain a working knowledge of all Camp Fire's programs and projects.
- Act as donor concierge, providing excellent customer service.
- Performs other duties as required.

Experience and Qualifications

- 1+ years of events, marketing, sales experience.
- Excellent written and verbal communication skills.
- Strong computer skills including demonstrated experience with Canva, Microsoft Office Word, Excel, Outlook, SharePoint. Experience with In-Design and customer relationship management system, a plus.
- Ability to comfortably adjust from working independently to a team-based environment.
- Experience in a non-profit, nature-based and/or youth learning organization, a plus.

Salary and Benefits

Salary range \$45,000-\$50,000 based on experience. Competitive benefits package, including 3% retirement contribution and sabbatical policy.

Location & Work Environment: Combination of remote + on-site. Our camp property is located at 3300 Tanadoona Dr, Excelsior, MN 55331 and is an open, coworking environment. Employee will also need accessible transportation to attend meetings and events as needed across the Twin Cities metro.

Application Instructions

Please submit resume, cover letter or video, writing and/or design sample, and three professional references to: hr@campfiremn.org and include "Event & Marketing Coordinator" in the subject line.

Posting will remain open until filled.

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. Studies have shown that women and people of color are less likely to apply to jobs unless they meet every single qualification. At Camp Fire we are most interested in finding the best candidate for the job and someone who is committed to our mission and values. We encourage you to apply, even if you don't believe you meet every one of our qualifications described.