



# BAY CLIFF HEALTH CAMP

Children's Summer Therapy Camp

## **Social Media Coordinator: Seasonal**

**RESPONSIBLE TO: Camp Director**

The Social Media Coordinator is responsible for capturing and managing photographs and videos during summer camp. They also manage the camp's social media pages during the duration of camp. In addition, they are responsible for the creation of media projects and promotional materials for Bay Cliff.

### **MINIMUM QUALIFICATIONS:**

#### **Must be:**

- at least 18 years of age.
- dependable and mature.
- positive, enthusiastic, and patient.
- able to work independently.
- an effective problem solver.
- adaptable and flexible.
- attentive to details.
- committed to the Bay Cliff Health Camp confidentiality policy.

### **PHYSICAL REQUIREMENTS:**

#### **Ability to:**

- carry out all physical requirements for Bay Cliff Health Camp Safety Plan.
- move safely across uneven surfaces.
- sit/stand for long periods of time.
- transport light to moderate objects short distances.
- lift light objects from one level to another.
- make healthy decisions to promote physical and emotional stamina.

### **RESPONSIBILITIES:**

- Be consistently present around camp, photographing activities, therapy, events, and other all-camp gatherings.
- Manage a coherent digital filing system for photos and videos taken by both you and others.
- Manage both the Bay Cliff Facebook and Instagram pages under the supervision of the Camp Director during the duration of Summer Therapy Camp.
  - a. Ensure equal representation of all campers and staff across frequent social media posts.
  - b. Maintain confidentiality and privacy standards of both campers and staff in all aspects of social media.

## **BAY CLIFF HEALTH CAMP – MEDIA COORDINATOR: SEASONAL**

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- Create an end-of-summer yearbook distributed to campers and staff on camper departure day.
- Create an end-of-year video/slideshow to be shown to staff following camper departure.
- Create/assist with the creation of any other additional media materials for the promotion of Bay Cliff.
- Any other responsibilities as assigned by Camp Director, or other members of the administrative team.