



ROLE DESCRIPTION

Job Title:	Media Team
Reports to:	Camp Directors
Revised:	April 3, 2023

Role Summary: Digital & Social Media team members have responsibility for capturing the essence of what it means to experience Hollymont in formats that can preserve & share these memories and experiences and market Hollymont across multiple platforms. Their work serves as the primary means of communicating camp life to parents during the camp sessions making it essential to capture multiple images of each camper. Reporting directly to the Camp Directors, they are tasked with producing a body of work that can sustain marketing strategies throughout the off-season and represent Hollymont well to campers, parents, prospects, and staff. Team members will specialize and take lead in particular areas including digital photography, videography, and social media. That being said, they are expected to work together to fulfil the body of work assigned to the Digital & Social Media team. As they work, they are to be role models for campers and are to exemplify what it means to be a Christ-follower.

Essential Accountabilities:

1. Through designated means (photography, videography) documents camp life.

Performance Criteria:

1. Captures images from arrival and departure of campers.
2. Makes rounds to skill sites daily.
3. Attends all activities obtaining images and video of camper participation.
4. Seeks to obtain multiple images of each camper.

2. Captures, edits, and “packages” digital content to support Camp programming.

Performance Criteria:

- A. Ensures she/he has a clear understanding of Camp Director expectations and quality standards.
- B. Carefully inspects, selects, and edits digital content to ensure it meets quality standards and is flattering to both the camper(s) and Hollymont.
- C. Posts images to Bunk1 multiple times a day.
- D. Prepares slideshow for night before each session’s camp close viewing.
- E. Utilizes social media platforms to advance Hollymont’s recognition and reputation and to extend reach to targeted populations.

3. Captures, edits, and stores video and digital image content for future use.

Performance Criteria:

- A. Consults with Camp Directors to determine project goals and specifications for capturing and compiling footage for use in marketing and promotions.
- B. Edits raw footage into usable segments.
- C. Catalogs and stores segments and images in an easily accessible format.

4. Promotes and abides by Hollymont behavioral and performance standards.

Performance Criteria:

- A. Models the behavior of a Christ-follower showing evidence of the Fruits of the Spirit which are love, joy, peace, patience, kindness, goodness, faithfulness, gentleness, and self-control.
- B. Presents self and Camp Hollymont in such a way as to create a favorable first and lasting impression upon campers and their parents showing hospitality, competence, and trustworthiness for the welfare of their child and their child’s experience.
- C. Mentors campers in obtaining or deepening relationship with Jesus Christ as Savior and Lord.
- D. Abides by the standards set forth in the Camp Hollymont for Girls Employee Manual and Statement of Faith.

Qualifications, Skills, Knowledge, Abilities:

- Minimum age requirement is 18.
- Must have work/camp experience along with technical abilities to demonstrate the maturity and skill level necessary to meet the requirements of the job.
- Must exhibit an ability and willingness to meet staff qualifications and workplace rules listed in the Employee Manual.
- Must possess the physical ability to stand, walk, bend and traverse the campus multiple times a day.
- Must be physically and emotionally able to cope with the stresses associated with long days working against a time deadline with high expectations to produce quality work.
- Due to the vital role Digital & Social Media staff play in documenting camp life, a full summer commitment (7 weeks) is preferred. A limited schedule for certain specific roles/projects may be approved by the Camp Director.

Working Conditions: Campus terrain is mixed – hills, level ground, uneven surfaces, and steps. Will work both indoors and outside with individuals and both small and large groups.

OSHA Category: No potential for exposure to blood or body fluids.

The above statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as a complete list of all responsibilities, duties, and skills required of staff classified in this role. Additional information pertaining to employment in this role will be clarified in the attached Addendum A.

Employee: _____	Date: _____
Supervisor: _____	Date: _____

ADDENDUM A

LODGING

Digital & Social Media staff members live in camp housing determined by availability. This may include designated rooms on the hall in camper houses or in separate staff quarters.

DAILY SCHEDULE

The typical day starts with breakfast and ends when night activities have ended and pictures have been uploaded to Bunk 1 from the day's and night's activities. Team members will work together with the directors to devise a schedule that allows them to balance life and work.

This camp schedule is tentative and subject to change prior to the start of the summer. Schedule will be altered for Thursdays, Saturdays, Sundays, Opening and Closing Days.

Revised March 2023

8:00	Wake Up
8:30	Breakfast
9:00	Morning Watch
9:30	Cluster Clean-up
10:00- 10:45	1 st Skill
10:50 – 11:35	2 nd Skill
11:45 – 12:30	Lunch
12:40 – 1:25	3 rd Skill
1:30 – 2:15	4 th Skill
2:20 – 3:20	Mail & Rest Hour
3:25 – 3:45	Canteen
3:50 – 4:35	5 th Skill
4:40 – 5:25	6 th Skill
5:30 – 6:15	Dinner
6:30 – 7:45	Night Activity
8:00 – 8:15	Evening Watch
8:15 –	Showers & Cluster Devotions
9:30 –	Light out for Hummingbirds
9:45 –	Lights out for Cardinals & Blue Jays
10:15 –	Lights out for Eagles

DATES AND COMPENSATION

Digital & Social Media staff will arrive on Sunday, June 4th for Counselor/Staff Orientation week and will work for the full summer (7 weeks) unless otherwise approved by the Camp Director. **HIRING PREFERENCE WILL BE GIVEN TO APPLICANTS WHO ARE AVAILABLE FOR THE FULL SUMMER.**

AVAILABILITY:

Counselor/Staff Orientation – June 4 - 10
A Session – June 10 – June 23
B Session – June 24 – June 7
C Session – July 8 – July 21

COMPENSATION:

Salaries are based on the assumption that each staff member meets the technical and moral requirements set forth in the role description and employee manual while upholding the high standards of biblically-based Christian Service. Salary will be pro-rated if staff leaves early, arrives late, or takes extended leave during the session.

SALARY:

Salary will be determined by experience and housing status.

ROOM AND BOARD: Room and board is provided for each staff member who stays on-campus. In addition to your salary, Camp Hollymont will be paying Rabun Gap weekly for your meals and lodging.

Hollymont is an equal opportunity employer. Some positions are validated for specific physical or emotional abilities, gender, and/or religious traditions.