



**JOB TITLE:** Marketing and Communications Director  
**REPORTS TO:** Executive Director  
**JOB STATUS:** Full time, exempt position

**OVERVIEW:**

The Communications Director oversees internal and external communications for the organization, and represents Mt. Hood Kiwanis Camp to the public. This position will set and guide the strategy for all communications, website and public relations messages, and collateral to consistently articulate MHKC's mission. This person will lead development of the Camp's communications strategy, and work to ensure our reputation for quality, reliability, and camper/family satisfaction. The Communications Director writes press releases, prepares speeches for the Executive Director, and handles all communication sent to the public. In addition this role leads development of Camp creative materials in written and digital formats, as well as designing and producing camp logo'd clothing and other promotional items.

**RESPONSIBILITIES:**

- Coordinate with the Executive Director and the Camp's Department Directors to create an annual communications plan and marketing and advertising strategy—ensure that everything the organization shares with the public fits with the Camp's overall brand message
- Oversight and implementation of all internal and external Camp communications
- Execute on key elements of the communications plan, ensuring that every department is coordinating and playing an ambassador role to the organization in the course of content creation and outward communication
- Assess the effectiveness of the Camp communications strategy. Put in place measures that will create awareness and momentum as well as test the effectiveness of the communications activities utilized by the organization
- Lead the generation of online content-website, and social media channels-Twitter, Facebook, Instagram, etc. that reaches our defined target audiences, increases engagement, and leads to measurable action
- Manage all media contacts, and represent the Camp as requested in interviews, at conferences and in the media
- Manage the development, distribution, and maintenance of all print and electronic collateral including, but not limited to, newsletters, brochures, and website
- Coordinate webpage maintenance—ensure that new and consistent information (article links, stories, and events) is posted regularly
- Exercise judgment and prioritize media opportunities, prepare talking points, speeches, presentations and other supporting materials as needed

- Serve as the lead point person on media interactions that help promote and/or impact the Camp and actively cultivate and manage press relationships to ensure coverage of issues of strategic importance, special events, public announcements or other projects
- Contribute to the Camp's crisis communications plan, coordinate with key directors, prepare statements, and communicate with the media as necessary in the event of an accident at Camp, an evacuation or other emergency scenario.
- Challenge the communications department and the overall organizational status quo seeking out new and creative ways and opportunities for elevating the Camp brand
- Building relationships within and without the organization, internally across the organization and externally with customers and media personnel leading to increased generation of content in the media, disability community, and social media platforms
- Educate people about procedures and processes for communicating Camp messages. Meet them where they are in their level of understanding and help them come to know what we do and why we do it and how they can contribute to the overall effectiveness of MHKC communications strategy
- Work collaboratively and creatively with the Development Director to appropriately promote fundraising goals and opportunities, as well as integrate messages into Camp publications, online media, and collateral materials to continuously cultivate and steward donors. Jointly ensure that Camp communications keep donors up to date with Mt. Hood Kiwanis Camp activities and events
- Manage relationships with any communications-related vendors or consultants

**QUALIFICATIONS:**

- Demonstrates servant leadership, embodies the Mt. Hood Kiwanis Camp's mission, and exemplifies a collaborative, decisive, motivating, and engaging communication style
- Deep appreciation and understanding of the Camp's mission and the ability to articulate its value and vision internally and externally
- Bachelor's degree in Communications, Marketing, Non-profit management, Business administration or other related field
- Minimum 3+ years of increasing responsibility in a communications role
- Experience with Microsoft office suite, WordPress and/or HTML, and Adobe Creative Suite, required
- Excellent writing, editing, and verbal communication skills
- Self-starter willing to execute day-to-day tasks and work independently who enjoys creating and implementing new initiatives
- Demonstrated interpersonal skills, with an ability to communicate effectively—both verbally and in writing—as well as be a good listener.
- Willingness to share one's own ideas, and to openly accept feedback on content and design
- Ability to prioritize, manage multiple priorities in a complex environment. and follow through effectively
- A highly collaborative style, with experience developing and implementing communications strategies across departments within an organization
- A strong track record as an implementer who thrives on managing a variety of key initiatives concurrently
- High energy, maturity, and leadership with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels
- Sincere commitment to work collaboratively with all constituent groups, including staff, board members, volunteers, donors, campers and their families, and other supporters.
- Extreme tact and discretion, attention to detail, and a commitment to excellence.