

Media Specialist

Purpose: To promote Camp Zion through still and video images, and social media.

Status: limited term summer, paid staff position

Responsible to: Camp Director

Direct Charges: Volunteer photographers

Other Relationships: Program Directors, Camp Secretary, Guest Group Coordinator

Specific Qualifications:

- Is creative and knowledgeable in area of still and video photography, social media, iPhoto, iMovie & Macintosh computers.
- Is a self-starter by nature.
- Is well organized.
- Is a team player.

General Responsibilities:

- Maintain an appropriate and professional work atmosphere.
- Protect the intellectual property rights of Camp Zion.

Specific Responsibilities:

1. Take and catalogue pictures and videos of camp activities, facilities, scenery, and staff for promotional and developmental purposes during the summer, throughout the year, and for use with recruitment promotional efforts **for the following summer.**
2. Post daily limited and appropriate number of pictures to Facebook and social media outlets for benefit of parents, without being unnecessarily intrusive into the camper's experience.
3. Create weekly, 2-3 minute media projects of current sessions for promotional use on website, social media, CCC, etc. Modify slightly, and make a second set of videos for promo the following year.
4. Develop promotional videos for guest group recruitment.
5. Sort and prioritize best photos for following season summer brochure. Need 100-125, we will narrow down to about 40, they will choose 15-20 for brochure.
6. Create an end of summer "Camp Reflections" Multi-Media presentation about 30-45 minutes, include at least some new footage, to be shown at end of August.
7. Other areas assigned by the Camp Director.