

2024 BTP CAMPOREE SOCIAL MEDIA (SM) COORDINATOR JOB DESCRIPTION

Job Summary

Social Media Coordinator will maintain the organization's online SM network. Before, during, and after the Camporee.

SM Coordinator responsibilities before Camporee begins

- Develop innovative and creative media content across social media platforms to engage Pathfinders globally
- Manage all Camporee SM volunteer personnel including: Facebook, Twitter, Instagram, & Snap Chat volunteers
- Launch creative SM campaign 12 months prior to the beginning of the Camporee, building excitement and communicating important relevant information to the global Pathfinder community
- Report to On-site Communications Director and collaborates with graphic designer and Camporee webmaster to ensure a cohesive social media identity built upon the Camporee marketing strategy
- Propose creative strategy in collaboration with CYE Executive Director or designee
- Create new and maintain current relevant social media accounts
- Setup daily tasks and activity for all social media outlet groups
- Deliver monthly reports with statistics and results for each account to On-site Communications Director & CYE Executive Director or designee, for 15 months during the SM campaign through November 15, 2024
- Develop budget and supplies list for work on the Camporee grounds which include methods for uploading images, video, streaming, equipment, and office supplies. Turn budget into On-site Communications Director for approval
- Must arrive at the Camporee by the Friday before the Camporee begins
- Pre-Camporee Set up: by Friday sundown before the Camporee begins
- Make sure to have chairs & tables inside for volunteers and work flow
- Volunteer Training for your volunteers: All day Sunday before the Camporee begins
- Meet with On-site Communications Director to go over any questions, concerns, or directions
- Set up your work space
- Become familiar with the Camporee map and drive around the grounds

Week of Camporee – Become very familiar with the Camporee schedule and plan your SM schedule accordingly

- Attend worship each day at 7:30am at the On-site Communications office
- Cover all areas of the Camporee especially the nighttime program
- Supervise your volunteer team daily at the Camporee. Be sure to thank them every day
- Help volunteers get started for the day, then make sure the next shift gets started ok
- Contact the Assoc. On-site Communications Director with any needs you may have

After Sundown Saturday or Sunday Morning

- Take final inventory of equipment to be sure no equipment is missing
- Give final inventory list to On-site Communications Director
- Take your signed receipts by the On-site Communications Director, for reimbursement, to CYE Finance Manager at the Registration building to pick up any reimbursements you are owed

Qualifications

- Degree in and/or proven knowledge of Social Media
- Understanding of the concept behind CYE/International Pathfinder Camporee visual identity
- Able to make creative suggestions in the interest of the Camporee
- Excellent written communication skills with emphasis on proofreading and grammar excellence
- On time and prepared
- Self-motivated; able to take initiative
- Passion for CYE's mission and understanding of our vision for the International Pathfinder Camporee