



Program Communications Coordinator

TITLE: Program Communications Coordinator

SUMMARY: Under the general supervision of the Director of Programs, the Program Communications Coordinator is responsible for applying creative strategies to increase program participation at Zephyr Point. This role is primarily responsible for developing public-facing communications for potential program participants, including marketing materials, social media content, web communications, and more, as well as managing event communications for registered participants of Zephyr Point. A successful candidate will have extensive administrative and communications experience, and ideally have experience working with Mainline denominational partners.

STATUS: Full-time, non-exempt

REPORTS TO: Director of Programs

DIRECT REPORTS: Varies, none to occasional part-time and seasonal employees and volunteers

DUTIES AND RESPONSIBILITIES:

- A. Develop and execute a comprehensive communications plan for all program department offerings with the goal to increase registrations for all Zephyr Point's youth camps, adult conferences, retreats, and recreational activities.
- B. Collaborate with Zephyr Point's Marketing and Communications Manager to create engaging online marketing materials, including flyers, newsletters, and social media content to promote programs and events, ensuring consistent branding and messaging across platforms.
- C. Assist Youth Program Manager and Adult Program Manager to design and develop recruitment tools and materials for Summer Staff seasonal employees and the young adult Internship Program
- D. Network with potential partners – local non-profits, PC(USA) entities (i.e. presbyteries, synods, OGA, etc.), other camps and conference centers, and more – to develop partnership opportunities and widen Zephyr Point's reach with potential participants
- E. Manage all registration communications shared with potential and registered participants, including updating individual program webpages for consistency and accuracy, drafting and distributing all required arrival information for registered participants, etc.
- F. During summer months, act as primary administrator for the program office by answering phones and emails, fielding participant questions, taking payments, and communicating details with participants and their families.
- G. Design program assessment systems that collect quantitative and qualitative data to help shape the future of Zephyr Point programs
- H. Provide operational support for all Zephyr Point programs while programs are in session, as needed.
- I. Attend all mandatory ZPPCC staff meetings.
- J. Other duties may be assigned.*

KNOWLEDGE, SKILLS AND ABILITIES:

- A. Commitment to live out the Mission, Vision, and Values of ZPPCC
- B. Proficiency in standard office software, various social media platforms, and design software (especially Canva); ability to learn and implement camp and activities registration software.
- C. Experience and comfortability with the production of social media and web content. Formal photography, video production, or graphic design experience is highly desirable.
- D. Keen sense of time and priority management, with ability to meet deadlines; ability to carry out detailed plans, organize and process heavy volumes of work that vary greatly by season
- E. Strong administrative skills with the ability manage many tasks at a time while maintaining close attention to detail
- F. Excellent oral and written communication skills and the ability to respond professionally over phone and by email
- G. Comfortability with making public announcements to large groups
- H. Strong decision-making skills, ability to work without direct supervision and adaptable to changing, dynamic environments
- I. Positive, creative, optimistic, and energetic personality

QUALIFICATIONS:

- A. Minimum four-year college degree in related program
- B. Preferred two years' experience in marketing, communications, event planning, program development, or related field. Experience with Mainline denominational partners is highly desirable.
- C. Ability to read, write and speak English well to communicate effectively with guests, staff, and other agencies; fluency in Spanish is desirable
- D. Maintain a valid driver's license and insurable driving record; must have a reliable means of transportation in all seasonal weather conditions
- E. Ability to maintain a flexible schedule including frequent evenings, weekends and holidays, and occasionally travel to recruitment fairs, conferences, and other related events to promote Zephyr Point's programs.

PHYSICAL DEMANDS

While performing the duties of this job, the employee is regularly required to sit for long periods, stand, walk, use hands to finger, handle or feel, grasp and hold and cut; see, talk, hear, and may frequently stand for long periods of time. The employee frequently is required to reach with hands and arms. The employee is occasionally required to twist, climb or balance, stoop, kneel, crouch, or crawl. The employee must frequently walk upstairs and inclines and lift and/or move up to 15 pounds, and infrequently lift and/or carry up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception, and ability to adjust focus. The employee may be required to walk on unstable grounds and infrequently up to a mile within and around the camp/conference center. Occasional driving a vehicle is required.

MENTAL DEMANDS

The essential functions of the position requires the ability to read and write complex material, perform simple and complex math calculations, and the ability to perform simple and complex tasks; perform clerical functions, compile and analyze information; coordinate activities, supervise and instruct others; follow instructions, influence others, meet time requirements, memorization, problem solving through use of independent judgment and decision making skills.

WORK ENVIRONMENT

The noise level in the work environment is usually moderate to loud, work will entail the use of computer equipment. The employee works alone, with others, around others, with verbal and face-to-face contact. Ability to work a flexible schedule including weekends, evenings and holidays.

While performing the duties of this job, the employee is occasionally exposed to fumes or airborne particles, to moving mechanical parts, toxic or caustic chemicals, outside seasonal weather conditions, and risk of electrical shock.

***The statements herein are intended to describe the general nature and level of the position, but are not necessarily a complete list of responsibilities, duties and skills required of employee(s) so classified. As such, responsibilities, duties, and required skills may be changed, expanded, reduced, or deleted to meet the business needs of Zephyr Point Presbyterian Conference Center.** Zephyr Point Presbyterian Conference Center abides by employment at-will, which permits the Company to change the terms and conditions of employment with or without notice, including, but not limited to termination, demotion, promotion, transfer, compensation, benefits, duties, and location of work. Neither this job description nor any other written or verbal communications are intended to create a contract of employment or a promise of long-term employment. Employment-at-will may be terminated with or without cause and with or without notice at any time by the Employee or by Zephyr Point Presbyterian Conference Center.

Zephyr Point

Mission: Inviting all to experience God through education, exploration, & inspiration.

Vision: A center of excellence cultivating spiritual growth, recreation, and learning in an inclusive environment of natural beauty, hospitality, and peace.

Values: Serving with love; Creating community; Caring for and learning from Creation; Engaging the mind, refreshing the body, nurturing the soul; Welcoming all people

Print Name _____ Date _____

Employee Signature _____