



a seriousfun camp

<b>TITLE:</b>	<b>Marketing &amp; Communications Manager</b>
<b>LOCATION:</b>	Mt. Gilead, OH / Remote Flexibility
<b>JOB CLASS:</b>	Full Time
<b>REPORTS TO:</b>	Director of Communications
<b>TEAM:</b>	Communications

As the **Marketing & Communications Manager**, you are a natural storyteller, seeing the big picture and intuitively packaging it in a way to compel a variety of audiences. You thrive in a cross-functional role, working with multiple teams to always keep a finger on the pulse of the organization and identify the kernel of a story or message to share as it emerges. You often find yourself balancing between zooming out to the future and imagining 'what if' and zooming in to focus on the smallest details, ensuring excellence with each "I" dotted and "T" crossed. You listen for the story, seeing the ending before others and finding ways to draw people in, whether in an Instagram picture, a tweet, the website, a donor letter, or longform articles. You are a multimedia, storytelling extraordinaire; able to shoot, edit (photos/videos) and create content to communicate the camp magic that occurs at Flying Horse Farms. You are a strong writer and enjoy crafting copy, whether for print, social, the website or talking points. Some might call you a sponge, as you soak everything up. You enjoy managing multiple projects at once and collaborating with team members, designers, and other stakeholders to bring them to life. As a communications professional, you know that feedback is key to positive results, and both give and receive it constructively. You are nimble and savvy as needed, leaning on your strong organizational skills to implement plans with moving parts and managing multiple projects simultaneously and tapping into your big picture thinking to deliver the right message to the right audience at the right time. You enjoy wearing multiple hats, whether editor, copywriter, content creator, marketing and brand manager, proofreader or project manager.

### **Team Function Overview:**

This role works within the Communications Team to support the mission of camp through communication, marketing, PR, and government relations strategies such as storytelling, impact messaging and brand awareness. The communications team drives media relations and creates print and electronic materials to connect with our campers, families, volunteers, and other important stakeholders, engage and retain donors and increase awareness in Ohio and beyond.

### **Responsibilities:**

#### *Copywriting & Storytelling:*

- Craft content for all publications, appeals, blogs and appeals
- Write compelling email communications for multiple stakeholders
- Create a story repository to be shared with colleagues for various audiences to bring the magic and power of FHF to life, support grant writing, provide proof points for evaluation or to compel stakeholders
  - Document and analyze data and outcomes related to communications statistics for grants and other project reports
- Draft internal and external talking points as needed for staff and volunteers speaking publicly on behalf of FHF such as board members, campers, camper families, and medical volunteers
- Support creation of scripts for events and video from pitching stories to crafting content
- Support completion of grant applications and evaluations to articulate and support the mission

- Create and edit original copy that is accurate, well-researched, on-brand, and on time
- Manage all social media channels, creating regular and compelling visual and written content
  - Manage and implement digital, web, and social media presence to ensure consistency in tone, brand, and updates, including generating, editing and publishing engaging content.
  - Manage and implement a strategic social media plan on all mediums. Apply appropriate social media trends that elevate FHF's presence and align with the values of the organization.
  - Support the collection, curating, and social posting of program experience photos.
  - Track social media analytics.
- Serve as the dedicated writer and marketing liaison for all departments
- Create and produce content for external purposes to tell FHF stories; including but not limited to overseeing the production of annual Impact Report and Journey magazine through content gathering, writing, editing, and photo management.

*Internal Communications and Administration:*

- Manage all collateral including but not limited to: flyers, business collateral, communication templates, and presentations
- Manage website including reviewing for edits, making updates, and maintaining the online camp store
- Coordinate all print materials and mailings, collaborating with necessary teams, consultants, and vendors
- Coordinate with external graphic designer to manage layout, aesthetics, and brand to ensure excellent content and on time completion
- Support the executive administrative needs and manage logistics for the Comms team through managing collateral inventory, email management, form revisions, and project management
  - Manage organization-wide collateral; implement systems for reviewing and updating regular and annual pieces.
- Develop messaging to multiple audiences for impact messaging to support Development Team fundraising cultivation and stewardship efforts
- Apply best practices and commitment to creating safety, belonging, and inclusion via all internal and external communications
- Manage and distribute monthly e-newsletters; write and edit content, manage email list

*Marketing:*

- Sit in cross departmental meetings to develop and maintain a strong organizational pulse and identify stories and marketing opportunities
- Work closely with the Development Team to collaboratively manage event marketing, messaging, brand strategy, scripting, and collateral
- Support marketing and communications outreach
- Ideate and generate original, on-brand content for multiple marketing platforms and campaigns effectively communicating with target audiences
- Analyze and evaluate metrics to optimize conversions and integration on digital platforms. Regularly assess messaging and other marketing outputs to ensure they communicate effectively with relevant audiences

- Constructively give and receive creative feedback on concepts, design, and copy for all components and deliverables
- Implement communications strategies and stakeholder outreach plans
- Manage implementation of the strategic communications and marketing plan and calendar with direction of the Director of Strategic Communications
- Create and edit media and communications materials regularly, ensuring consistency of brand

#### *Required Skills & Experience*

- 3-5 years of relevant experience, including at least 2 years working in a communication specific role
- Photo / Video capturing, editing
- Ability to communicate effectively via phone, email and in person
- Excellent editing and writing skills
- Strong understanding of brand management
- Ability to work cross-functionally with a variety of teams
- Experience in CMS and social media management tools and platforms such as Hootsuite
- Demonstrated website management experience
- Advanced writing skills; clear and compelling
- Articulate and thoughtful verbal communication
- Proficiency in Microsoft Office, Adobe experience: In Design and Photoshop, all social media platforms
- Ability to work collaboratively as a member of a small, dynamic team
- Portfolio of work demonstrating an ability to write both short and long-form copy to a variety of audiences for a variety of channels

#### *Preferred Skills & Experience*

- 2-3 years marketing communications experience in a nonprofit or agency setting
- Strategic storytelling expertise
- Experience with email platforms (Mailchimp)
- Technologically savvy and trend aware
- Experience pitching media outlets for earned media placement
- Working knowledge of Lightroom
- Familiarity with donor/customer relations management systems like Raiser's Edge
- Digital and print production experience

#### **Expectations & Requirements for all Flying Horse Farms Staff**

We live our Values. We are each responsible for knowing our values and nurturing our culture:

- We are All In. To embody our Core Values of "Campers First," and "All Crew, No Passengers" we are All In to demonstrate a dedication to FHF's mission & vision, even when tasks or goals may be in our stretch zone or outside normal job responsibilities. This may include the reminder that "Anyone Can Give" means that in all we do, at all times, with all people, we represent FHF and our camper families depend on us to share their stories and inspire as many people as possible to be part of making camp possible.
- We have an Attitude of Optimism. Our Core Value of "Welcome Home," requires us to have

an Attitude of Optimism. We accept ambiguity as an opportunity to solve problems and are hopeful our work and objectives will achieve successful outcomes. Having an Attitude of Optimism in how we approach our work means that we “Celebrate Every Milestone” when trying something new or different. There may not be a specific outcome met or achieved, but other opportunities present themselves, such as: learning experiences, new skills, thought processes, or communication styles.

- We are Trustworthy. To achieve our Core Value of “Seeing the Best in Each Other,” we must be Trustworthy. We build trust when we show up prepared, consistently deliver what is asked of us and what we say we will do, and then some. We take ownership of our work and we are honest about where support is needed and how we offer it to each other. When this is demonstrated, “With Trust Comes Relief” is experienced by others. We foster the experience with abundant gratitude and applying our Core Value of “A Simple Thank You Goes A Long Way”.
- We Take Initiative. The Core Value of “Fearless is Free” invites a team member to Take Initiative to plan for what could happen, solve problems with innovation, and be attentive to details for successful outcomes. “Giving Feels Good” extends to how we offer our talents, our energy, and our care for the sake of the greater good of the mission.

### **One Barn:**

At Flying Horse Farms, we believe in providing opportunity to engage and learn cross departmentally. To demonstrate this and underscore our operating core value of All In, every employee at FHF participates in organization-wide and/or cross departmental efforts. While included in all team member position responsibilities is the agreement of “other duties as assigned” or “not assigned,” we at FHF desire to be All In and agree to and partner on tasks, projects, and teamwork that support the operations and mission of the organization by completing tasks or assignments that may normally fall outside of your job description. Examples of this include but are not limited to fundraising, event assistance, program participation, facilities assistance work, “volunteering/working” for a camp session, and supporting alternative revenue efforts as appropriate. At FHF we fondly refer to this approach to All In as The One Barn.

### **About Flying Horse Farms:**

Flying Horse Farms provides healing, transformative camp experiences for children with serious illnesses and their families - free of charge. Located on 200 acres in Mt. Gilead, Ohio, camp first opened its gates in 2010 and hosts about 900 children and families each year.

Flying Horse Farms is the first camp in the Midwest to become a full member of the SeriousFun Children’s Network. Founded by actor, philanthropist and Ohio native Paul Newman, the Network is a community of independently managed and financed camps and programs creating opportunities for children with serious illnesses and their families. The Network has evolved from one camp to a global community serving one million children and families across five continents.

The children who attend camp have illnesses including cancer, heart conditions, rheumatoid arthritis, blood disorders, asthma, gastrointestinal disorders and facial anomalies.

At Flying Horse Farms, for a weekend or week at a time, being sick takes a backseat to being a kid. And fun is priority number one. Campers participate in activities like swimming, boating, fishing, archery, high ropes and arts and crafts. Campers receive first-rate care at our on-site health center, staffed 24/7 by medical professionals from children’s hospitals across Ohio and beyond.

Flying Horse Farms is an ACA-Accredited Camp with the American Camp Association.