



Job Posting

Contact: Dina Wetters

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Position Title: Marketing Manager
Reports to: SpringHill Camps OVR Regional Director
Status: Full time, Salaried
Job Location: Flexible (Ideally Grand Rapids, MI or Indianapolis, IN area)

Qualifications:

- Commitment to the mission and ministry philosophy of SpringHill Camps.
- Bachelor's degree in Marketing, Public Relations, or related field preferred.
- Ability to work independently in an unstructured environment.
- 3-5 years experience in Marketing required.
- Ability to travel as needed.

Job Functions:

- Work with Leadership Team to develop marketing strategies and tactics to achieve defined goals.
- Develop messaging and concepts, and review and proof marketing collateral material.
- Develop strategies for mailing lists and promotions.
- Monitor and report the effectiveness of all marketing campaigns.
- Determine what market research is needed and develop a plan to implement necessary measures.
- Develop and monitor the marketing budget.
- Lead monthly marketing strategy meetings.
- Look for opportunities to combine marketing and development initiatives.
- Seek out cross-marketing strategies and lead all summer marketing initiatives.
- Lead and coordinate all social media initiatives.
- Spearhead efforts to improve parent communication.
- Recommend annual price changes to the SpringHill Leadership Team.
- Develop A/B/C Plan camper numbers to support the budget development process.
- Supervise internal marketing design work.
- Design surveys used across the organization.

About SpringHill Camps:

SpringHill Camps is a Christian non-denominational camp with locations in Evart, Michigan, Seymour, Indiana, and summer Day Camps in major metropolitan areas currently in Michigan, Indiana, and Ohio. As we experience growth in our ministry, we are seeking people who can bring experience, knowledge, energy, and a passion for Jesus to key roles in reaching kids for Christ.

Our purpose is to present the life-changing message of Jesus Christ to children, teens and young adults and to be his agent of change. We see this fulfilled through our mission, which is to change the life of a child by creating environments and developing communities in which they experience Jesus Christ within the context of personal loving relationships and memorable learning experiences.

In addition to the mission, *SpringHill* holds a number of values that influence the way we think and do ministry. We are about Jesus and his message of grace, hope and love. We are committed to the spiritual and personal growth of children, teens, and young adults. We possess a passionate commitment to be relevant. This translates into the integration of faith and fun, diversity in programming and a resolve to meet and engage every child at their level of maturity and development. We are committed to only do ministry in the context of personal loving and caring relationships. This is why we expend a great deal of time and energy finding, developing, and retaining people who relate to others in such a manner. We also offer a competitive salary and comprehensive benefit package for our staff to meet their personal needs while serving in vital ministry roles. In addition, we are committed to exceed expectations and provide exceptional experience, service and value to our guests. We are always learning and growing, and as a result of this, change is a part of our fabric.