

Camp Promoter

Pickett Lake Camp

Branford, Florida

DEFINITION:

This is a part-time volunteer position contracted for a six-month period (January through June and then July through December). Some travel may be required. The person in this position must be able to work via the internet from a location of their choosing (not required to work at the camp).

The focal area for this work is any part of the region around the camp that is served by any of the six Baptist associations that jointly own the camp: Harmony Baptist Association, Lafayette Baptist Association, Middle Florida Baptist Association, North Central Florida Baptist Association, North Florida Baptist Network and Taylor Baptist Association. The larger area for the camp is south Georgia and central and north Florida.

For income tax purposes, the Promoter will receive a form 1099 at the end of each calendar year. There will be no federal income tax withholding.

QUALIFICATIONS:

1. Reveals through their life a true conversion experience which motivates them to make Jesus Christ first in their life (Galatians 2:20 and 1 Peter 3: 15).
2. Must have a pleasant personality and enjoy working with people.
3. Must be proficient in written and spoken English language skills.
4. Should be knowledgeable and/or experienced in advertising, promotion or public relations.
5. Should be familiar with using the more common social media as well as recognized business-related software.
6. Must be familiar with the camp, its resources and schedule as well as the camp manager. Ideally they should also be familiar with the region.
7. Furnish at least three references from business/personal sources that are acceptable to the Board of Directors of the Middle Florida Baptist Assembly.

RELATIONSHIPS:

1. Coordinates scheduling with the camp manager through the camp website.
2. Directly responsible to the President of the Board of Directors who will oversee their work.
3. Ultimately responsible to the Board of Directors who have the responsibility of establishing or re-establishing their six-month service contract.
4. Will work cooperatively with churches, particularly those who are members of one of the six owning associations.

RESPONSIBILITIES:

1. To work with the Board of Directors to identify churches, families, groups, clubs, schools and other organizations that might have some interest in using the camp facility to host their events.
2. To approach churches, families and other organizations to enlist, book or schedule their group(s) to rent the Camp Pickett Lake facility; giving preferential opportunity to returning customers ahead of new customers.
3. To advertise the camp in ways that will more likely be seen by small group users in the focus area as well as the larger area. Particular attention will be given to highlighting new features and opportunities. The Promoter will work with the Board of Directors to identify possible advertising media.
4. To provide news stories and press releases to local or regional newspapers, magazines, radio stations or television stations.
5. To have primary responsibility for scheduling all camping functions taking place at the camp.
6. To be responsible for portions of the website related to promoting the camp, highlighting its features, identifying costs and scheduling camps or other events.
7. To be responsible for the camp Facebook page (posting current activities, available resources and advertising).
8. To approach the Communications Staff of the Florida Baptist Convention for help and promotion opportunities.

BONUS:

1. Even though there is no salary or wage for this volunteer position, the Camp Promoter will receive a bonus related to new camp customers that they enlist. (New camp customers are those churches, families or organizations that have not used the camp in the last three years.)
2. The bonus will be \$1.00 (one dollar) per camper (children, students, counselors and/or adults) per day for the length of their camp. Other events (weekend retreats, family reunions, *etc.* will have unique rates to be determined as needed.