Digital Media Specialist

Member of the Administration Team; Reports to Administrative Director

Camp Bighorn is an outdoor adventure camp that seeks to embody the love of Jesus and develop Christ-honoring leaders. Bighorn's core values are based on Matthew 22:37-39, which include loving God and loving others. Bighorn seeks to build and maintain relationships with our guests and to effectively gather and distribute digital content that will help us improve upon our mission. The Digital Media Specialist will work closely with the Executive and Administrative Directors to plan and represent Bighorn in ways that reach churches, families, and individuals through social media, marketing, graphic design, and web maintenance. This individual desires to work in a camp setting and will ensure that Bighorn is represented with accuracy and integrity.

Required Qualifications & Skills:

- Integrity, Flexibility, Willingness to Learn and Work as a Team
- Self-motivated, Organized, Detail and Schedule Oriented
- Understanding of Cultural Relevance
- Strong Creative Design and Visual Appeal Skill
- Computer, Photography Skill, including Adobe Lightroom & Google Workspace
- Prior experience in Graphic Design, Marketing, Social Media, and Website Management

Responsibilities

- Brainstorm, design, and implement high-quality visual content for social media posts, creative email elements, and event promotions
- Manage the weekly content calendar in line with organizational programming
- Monitor, respond to, or route social media messages, as appropriate
- Collaborate with Directors to plan, launch, and monitor promotional campaigns, ensuring there are clear call-to-actions
- Update and maintain Bighorn's website
- Organize and maintain Bighorn's digital asset library
- Oversee the use and publication of Bighorn's brand and provide support to Staff on branding etiquette
- Design and source camp store merchandise, collaborating with vendors to manage inventory from creation to production
- Help Administrative or Executive Director with other projects, as needed

General Camp Bighorn Responsibilities

As a member of the Bighorn Community you will be expected to:

- Engage in regular spiritual habits and practices (e.g. Scripture reading, prayer, journaling, etc)
- Participate in weekly staff meetings, scheduled training, and occasional staff retreats
- Invest in relationships with staff, guests, students, and interns by dedicating intentional time, offering encouragement, and being available for support and guidance
- Provide top tier hospitality in welcoming guests
- Maintain a clean, professional appearance on site at Camp Bighorn
- Participate in Turnaround, dishes, kitchen help, retreat hosting, and programming
- Drive a 15-passenger van for programmed events, as needed.
- Raise the required salary by seeking out churches, organizations, and individuals who are willing to partner with you in ministry (resources, training, and networking support are available).
- Other duties as assigned
- Submit to the leadership of the Executive and Administrative Directors

Time: Year-round, full-time
Salary: Must raise full support
Category: Administrative Staff