

Appel Farm Arts Camp



Camp Director

Job Description and Essential Functions

Job Title | Camp Director

Reports to | Executive Director

Position Overview

The Camp Director oversees all aspects of Appel Farm Arts Camp's dynamic summer residential arts camp program, prioritizing joy, empathy, safety, and fun to create unparalleled summer experiences for a diverse camp community.

Appel Farm Arts Camp Values

For more than 61 years, summers at Appel Farm have sparked the imaginations of thousands of young people as they interacted with artists from around the world in a beautiful part of rural southern New Jersey. Our campers, young people ages 7-17 years old, come together for an overnight camp experience they won't forget!

Safety, Community, Personal Growth, and Fun have always guided our program and continue to ensure that every child experiences a summer that will last a lifetime.

Camp Director Core Beliefs

- All children are good at heart and have innate talent waiting to be discovered
- Trusting relationships are the key to building a strong camp culture
- People thrive in a physically and emotionally safe environment where they can take healthy risks
- The arts are essential to human development and can transform people's lives
- Hard work and fun are not mutually exclusive

Camp Director Key Competencies

- Motivating, leading, guiding, and managing people to achieve shared goals.
- Supervising and evaluating effective implementation of the camp program in the spirit of continuous improvement using knowledge of best practices.
- Communicating with clarity and influence in person, in writing, and through media
- Noticing and responding to key details
- Responding with empathy to the authentic needs of staff, campers, families, and community members.
- Recruiting and retaining diverse and skilled camp staff using strong talent management practices.
- Building and contributing to a professional culture characterized by shared norms, teamwork, and collaboration.
- Building relationships with campers and families through thoughtful and frequent communication
- Building relationships with camp alumni and community partners through thoughtful and frequent communication

- Growing one's own cultural competence and anti-racist practice and compelling the same in others
- Finding and solving problems creatively
- Analyzing and regularly using qualitative and quantitative data to inform your practice
- Fluently using technology and applying computer skills to use tools such as Microsoft Office, Google Workspace, Adobe Creative Suite, CampMinder and Salsa CRM data management solutions, and social media apps.
- Confidently learning and navigating maintenance, office, transportation, and kitchen equipments and procedures to effectively manage key support staff functions

Qualifications:

- Bachelor's or Advanced Degree in Education, Experiential Education, Camping/Recreation, business/sales, or a related field
- Criminal Background Check clearance
- Valid Driver's license
- Ability to lift up to 50 pounds
- Physical ability and stamina to navigate a 115-acre campus in summer temperatures for 14+ hour work days during camp.

Terms and Benefits:

- 40+ hour work week; must work at least 2 weekend days and 2 evenings a month for recruitment events and initiatives.
- Live and work on-site during the summer months during operation of the camp program.
- Benefits package aligned with Appel Farm's current Employee's Handbook including 10 paid holidays, starting 10 days paid vacation, and monthly accrued sick leave. Employees also receive 100% full health care (medical) coverage paid by Appel Farm. Family plans are available at the employees' cost.
- Full-time employees' camp age children are able to attend Appel Farm's Arts Camp for free, plus attend one other event/class/program for free during the year. Children who are younger than camp age are provided daytime/evening care throughout the 9-weeks of camp.
- Year-round housing is possible in the farm-house on the property, upon request. Housing is provided during the summer.
- Salary range \$50,000-\$60,000 annually; commensurate with experience. Commission is available for camper recruitment that could add possible \$10,000-\$25,000 annually.

Essential Job Functions

1. Design, implement, execute, and continually evaluate a plan to recruit, enroll, and retain campers. Monitor data related to registrations and use this data to drive enrollment and report to the team about success and needs.
2. Design, execute, deliver, and evaluate a safe, high-quality camp program with the needs and interests of campers and families as a north star, in collaboration with other program team staff.
 - Remain current with knowledge and best practices in youth development.
 - Annually seek and analyze input from youth, families, and staff regarding the quality, safety, and enjoyment of the program and staff.
 - Develop and implement crisis and risk management procedures.
 - Train and/or certify to become an onsite expert in key methodologies aligned to camp priorities.
3. Strategically design and implement best practices in talent management for recruiting and retaining a diverse and skilled seasonal and year-round staff.
 - Recruit staff with a size and scope responsive to camper enrollment and high quality program management.
 - Hire, train, supervise, and evaluate seasonal and year-round staff with Program Director, and Executive Director.
 - Prioritize Diversity, Equity, and Inclusion goals in all aspects of the hiring, supervision, and evaluation process.

4. Communicate directly with current families, alumni, and staff to generate new camper leads.
 - Prepare and analyze enrollment trends.
 - Develop and implement strategic plans for recruitment and retention.
 - Seek effective recruitment tools and new audiences for outreach.
5. Design and implement the Camp Marketing Plan, including Vertical Response campaigns, mailings, phone calls, emails, social media posts, press releases, and any other marketing materials, in collaboration with Public Outreach team staff.
6. Implement a social media plan, including Facebook, Twitter, YouTube, Pinterest, Instagram and other emerging platforms to promote Appel Farm's mission, and stay connected to current camp families and staff, alumni and our other partners.
7. Financially manage current budget allocations, effectively allocate resources, and secure adequate annual funding and to meet long-term goals through development.
 - With Executive Director approval, develop and monitor a budget for camp operations.
 - Assist Executive Director to develop and implement long-term fund raising strategies for the camp program and facilities.
 - Seek out new sources for funding the camp program through grant writing and secured monetary donations from individual donors, foundations, corporations, and other sources of in-kind service and resource donations.
8. Manage property maintenance and development staff and contractors to ensure stewardship of current resources and identification of future needs, in collaboration with the Executive Director and Facility Caretakers.
 - Conduct annual assessment of property and maintenance needs directly related to camp.
 - Assist in preparing the grounds and facilities for on-site programming, organizing camp staff for pre/post camp set-up and clean-up.
9. Oversee the daily operation of the summer resident camp including food service, laundry, program, business, camper and staff supervision, and health care, in collaboration with the Operations team staff.
 - Communicate daily and as necessary with camper parents, staff, colleagues, funders and partnering organizations and vendors.
 - Oversee the management of the food service area through supervision of Executive Chef and review of the food service program.
 - Manage outsourced vendors to ensure that all needs are being met.
10. Work with the Executive Director, other camp leaders, and the entire staff to secure accountability for meeting or exceeding ACA Standards in order to secure ACA Accreditation in alignment with local, state, and national standards for excellence.
11. Oversee other camp recruitment related programs and events including but not limited overnight retreats like Family Camp, Mother-Daughter weekend, and Girls Out Loud weekends.
12. Other reasonable and essential duties as assigned by the Executive Director in service of the mission and vision of Appel Farm including but not limited to other programs and events that are offered throughout the rest of the year.

To Apply

- Send your resume to apply@appelfarm.org with a statement of intent to apply for the Camp Director position, along with any information to support your application in addition to what is on your resume.
- Apply via Indeed at bit.ly/AppelFarmIndeed.