

JOB DESCRIPTION

JOB TITLE: Director of Summer Programs

REPORTS TO: Chief Financial Officer

JOB SUMMARY:

The Director of Summer Programs develops, implements, and oversees non-tuition, revenue generating programs utilizing the physical and human resources of XXXXX School in support of the School's mission. The Director will oversee XXXXX School Day Camp and manage the rental program to all summer program clients.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

XXXXX School Day Camp (60%):

Program

- Design, implement, and evaluate a diverse summer camp program that meets the interests and needs of campers and staff.
- Remain current with the interests and developmental needs of the youth we serve.
- Collaborate with school leadership and other administrators to ensure the school's mission and educational philosophy inform decisions regarding summer camps and programs.
- Seek and analyze input from youth, families, and staff regarding the quality, safety, and enjoyment of the program.
- Design and ensure the implementation of programs and activities that are appropriate for the camper population.
- Explore opportunities for leveraging the intellectual capital of the school.
- Stay current on trends within the summer camping industry.
- Ensure that campers are safe at all times and that programs comply with standards of best practice as defined by the American Camp Association.

Budget and Finances

- Oversee the financial management and budget operations of the summer camp program.
- Assure consistency and integrity in the financial operations of each program.
- Participate and plan in, and for, the future growth of enrollment and facilities.
- Design and implement a structured financial aid process for summer program
- Design and lead recruitment strategies in coordination with the Admissions Office that maximize enrollment in all programs

Human Resources

- Recruit qualified staff and counselors whose skills are appropriate to carry out a quality program.
- Conduct a thorough hiring process and comprehensive training for all staff and counselors.
- Oversee the necessary ongoing supervision and evaluation of staff and counselors.

Marketing and Communications

- Develop and implement a comprehensive marketing strategy for all programs.
- Effectively and aggressively market the summer camp program within the local community.

- Design and implement effective marketing strategies to ensure enrollment, be financially profitable, and utilize the campus facilities well.
- Direct the XXXXX School Day Camp branding for the marketing and promotion of its programs and services.
- Maintain a commitment to diversity (cultural, racial, and socio-economic) with the student, camper and staff population
- Ensure that the camp has a strong presence on the web including the school's website and social media.
- Write and distribute regular communications among camp constituencies that effectively provide updated information and a sense of community.

Rental Programs (40%):

- Prepare contracts and make arrangements with outside rental and summer program groups for buildings, rooms, meals, classrooms, meetings, fields, pool, and any special needs including tables, chairs, linens, and audio/visual services.
- Coordinate the academic and student activities calendars with rental calendars.
- Provide coverage for special rentals and activities.
- Market summer rental opportunities and assess potential rental programs' fit with School mission.
- Act as primary point of contact for all summer rental programs.
- Assess rental groups' impact on the School campus and other programs.

Other Duties:

- Serve as a member of the Safety Committee
- Perform other duties as requested

JOB QUALIFICATIONS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of knowledge, skill, and/or ability required to perform essential duties. The "Essential Duties" list is intended to be illustrative, but not exhaustive.

- Bachelor's degree, Master's degree preferred
- Prior summer camp leadership experience
- Ability to work well with children of all ages
- Demonstrated ability to develop and manage a budget
- Supervisory experience required
- Excellent verbal and written communication skills
- An entrepreneurial spirit with experience in business development and marketing
- Initiative, self-motivation and ability to follow through with tasks and projects in a timely manner
- Proficient with PC systems, Microsoft Office, and databases
- Knowledge of and facility with web site content management and social networking
- Commitment to diversity and demonstrated ability to work successfully with diverse adult and student populations