ABOUT YOU
Camp Galil is a place where individuals can find a sense of self and are charged with finding their voice to build a better world. As a place that promotes self-confidence, independence, making friends, exploring and learning new activities, we believe our ideal candidate will embrace a growth mindset that enables them to grow inside our camp framework and community and help us to grow at the same time. You are looking to not just change the world, but to recruit and engage the next generation of leaders to join you in that process. You feel equally comfortable working independently and collaboratively, while empowered to ask for help along the way. Because of your organization and communication skills, you successfully prioritize the tasks at hand and are ready to dive into both new challenges as well as daily operations.

To both engage our current summer camp community and new campers and their families, you will leverage various communications channels to reach a diverse audience of all ages. You are prepared to guide new families, leading them through each step of the enrollment process, and then working with our youth leadership, welcoming them with audacious hospitality. As the principal coordinator of outreach and engagement activities, you work closely with a team that includes camp professionals, volunteers and summer staff.

ABOUT THE ROLE
The Habonim Dror Camp Galil Assistant Director is principally charged with the coordination of projects, programs and initiatives that support our families, community engagement and enrollment goals. The Assistant Director implements our communications, enrollment, and community engagement plans.

Our winter operations are based in Philadelphia, and this position requires strategic travel throughout the region for trainings, meetings and events. During our summer season, this role is in-residence at our site in Ottsville, PA.

RESPONSIBILITIES
Outreach & Enrollment
- Create and implement new strategies for recruitment and retention of campers
- Coordinate timely and effective enrollment and post-summer communication with camp families to ensure high retention of current campers
- Implement recruitment initiatives by organizing and publicizing open houses, recruitment events and outreach programs.
- Develop and coordinate new organizational programmatic partnerships to cultivate new Galil families connections in partnership with the Shaliach.
  - Work with our year round programming leadership to support thriving youth groups and to integrate retention and recruitment goals into year round programming within the regions.
- Develop and coordinate on-site summer outreach initiatives and partnerships, including
tours for prospective families.

- Meet annual new camper recruitment and camper retention goals.

**Communication & Marketing**

- Expands and maintains Galil’s online presence including web, social networking, and email marketing communications:
  - Coordinates timely updates to website
  - Social Media - develop and implement social media communication and engagement strategy to drive traffic and increase engagement among current families and alumni.
  - Hubspot/CampMinder - responsible for strategic maintenance of email marketing database to best support effective communications with stakeholder groups.
- Create, produce and place strategic camp promotional materials and advertising.
- Managing communication with camper families during the summer to support relationships building with Camp Galil and stewarding retention goals.
  - Coordinate and implement communication plan throughout the summer, including: Social media updates and engagement, photo/video updates, camper/counselor letters home, weekly newsletter, and preparing post-summer communication to campers/families from counselors.
  - Working with and supervising the Summer Communications Specialist.

**Family Support Coordination**

- Maintain and manage all camper applications, enrollment procedures, payment plans, financial aid support, intake forms and acceptance correspondence within the camper management system and other relevant documents.
- Supporting the community care team, provide ongoing parent communication to identify home strategies which may be transferred to the camp environment.
- Serve as a primary liaison with parents through the summer towards the goal of supporting campers in a successful transition to camp, partnering with families to meet camper needs within the context of the camp community and structures, and updating families.

**Supervision and Professional Development**

This role is supervised by the Executive Director and includes an annual 360 review conducted by the Board of Directors. We are invested in the professional growth of the person who serves in this position. Professional development is available and encouraged through our partners in the camping field and Jewish communal world. We offer opportunities for growth within the organization, and Camp Galil is committed to our assistant director’s continued learning.

**QUALIFICATIONS**

- Facility with social media, website maintenance, marketing tools, database management.
  - Experience with HubSpot, CampMinder and DonorPerfect preferred but not required.
  - Basic knowledge/skills with graphic design required.
Highly organized and efficient; the ability to effectively multi-task; the ability to work independently and proactively, as well as the capacity for effective collaboration and support of others, are required.

Experience in using verbal and written communication skills to connect with multiple stakeholders in our community including parents, campers, camp staff, the Board of Directors, and the larger Jewish community.

Significant experience in a camp environment is strongly preferred, while 2-3 years of experience in youth engagement/education is required. (Recent experience in the Habonim Dror movement is highly desirable)

Able to work flexible hours, including some weeknights and weekends (comp time offered).

A Bachelor’s Degree and/or relevant life experience.

BENEFITS & PACKAGE
This role is a full time position (1 FTE Exempt), with a salary range of $40,000-55,000. Benefits include:

- Partial health insurance,
- 12 weeks of family leave (based on FMLA),
- Two weeks paid time off per calendar year,
- Partial tuition discount for any children eligible for camper programs

We will consider dividing this role into two .5 FTE positions or to a .35FTE and .65FTE position for the right candidates, based on interest and need.

HOW TO APPLY
To apply for this position, email David Weiss, Executive Director, a resume and a cover letter by December 10th: david@campgalil.org

OUR TIMELINE
We expect to close our initial phase of our search by mid-December, 2021. Initial interviews will be completed by mid-December. We hope to select a candidate by January 2022.

ABOUT US
Founded in 1946, Camp Galil was established to train the pioneers of the early kibbutz movement working to build the State of Israel. Today, that pioneering model translates to each element of our unique program. Located in Bucks County, PA our site is modeled after Israel’s early Kibbutzim with a focus on cooperative living. Camp Galil’s genuine Youth Leadership model empowers our talented counselors to design all aspects of our summer fun and educational program. Our historic partnership with Habonim Dror North America connects our campers and staff with Habonim Dror members from around the world. We welcome families from all streams of Jewish life creating a diverse & inclusive Jewish community.

Habonim Dror Camp Gali is open and accessible to everyone, regardless of age, race, religion, national origin, sexual orientation, gender identity, gender expression or special need by welcoming individuals of all backgrounds, embracing their uniqueness and diversity under our communal tent.