

Children's Association for Maximum Potential  
*CAMP's mission is to strengthen and inspire individuals with disabilities  
– and those who care for them – through Recreation, Respite, and Education.*



**Position:** Marketing and Social Media Manager

**Location:** San Antonio, Tx

**Status:** Full-time, Exempt

**Compensation:** \$48,000 - \$52,000 annually

**Organization:** Children's Association for Maximum Potential (CAMP) is a 501(c)(3) not-for-profit organization that provides life-enriching, recreational experiences for children and adults with disabilities. CAMP provides summer and school-year programs. Visit [www.campcamp.org](http://www.campcamp.org) for additional information.

**Purpose of Job:** To oversee and execute the organization's marketing initiatives, including social media management, advertising, newsletter, and promotional programs, ensuring cohesive and effective communication strategies to support the organization's marketing objectives.

**Essential Job Functions:**

- Develop and implement comprehensive marketing strategies to enhance brand visibility and reach across various platforms.
- Manage and coordinate all marketing activities within the development department, overseeing campaigns, content creation, and advertising initiatives.
- Collaborate with internal teams to create marketing materials, ensuring alignment with branding guidelines and objectives.
- Plan and execute engaging social media content calendars across multiple channels, ensuring consistency with the brand voice and goals.
- Monitor and analyze social media metrics and campaign performance, providing insights and recommendations for optimization.
- Design and oversee advertising and promotional programs, coordinating with external agencies or vendors as needed.
- Manage internal and external communications, ensuring messaging consistency and alignment with organizational goals.
- Stay updated on industry trends, emerging technologies, and best practices in marketing and social media.
- Occasionally provide support in collecting photos during programs, as needed.
- Assist with special events, as assigned.

**Qualifications:**

- Bachelor's degree in Marketing, Communications, or related field.
- Proven experience in marketing, with a focus on social media management and campaign execution.
- Excellent written and verbal communication skills.
- Strong project management and organizational abilities, with the capability to prioritize tasks effectively.
- Proficiency in social media analytics, marketing tools, and comprehensive knowledge of marketing and photo software.
- Creative thinking and a proactive approach to problem-solving.
- Ability to collaborate effectively with cross-functional teams.
- Demonstrated understanding of current trends in digital marketing and social media platforms.
- Ability to treat all people with respect and integrity.
- Ability to remain flexible and handle heavy workload during peak seasons.

**Work Schedule:** In general employee should work not less than 38 hours and not greater than 45 hours per week during the school year and will work maximum hours necessary during the Summer Camp season. Some evening or weekend work may be required based on campaign schedules or events.

**Physical Requirements:** Must be able to perform all required job tasks in a climate-controlled office and outdoors exposed to changing weather conditions.

**Submit Resume To:** Human Resources at [hr@campcamp.org](mailto:hr@campcamp.org)

*Note: This job description is not intended to be all inclusive. Employee may perform other related duties as negotiated to meet the ongoing needs of the organization.*