

SALES & COMMUNICATIONS DIRECTOR

Reports to: Executive Director

Location: Lake Ann Camp, Lake Ann, MI

Status: Full-time, year-round



About the Role

Lake Ann Camp is seeking a Sales & Communications Director to lead guest group sales, marketing, and media production. This is a hands-on, generalist role: the right candidate will move between contract negotiations, ad campaign management, and hands-on photo/video production on any given day. This role also serves as the primary source of photo and video content for the organization.

This position manages three part-time/seasonal coordinators (social media, camp captains, and scholarships) and is responsible for recruiting, hiring, training, and leading a seasonal summer media team.

Responsibilities

Guest Group Sales

- Prospect churches, schools, and organizations; manage pipeline in Pipedrive
- Run discovery calls and site tours
- Write proposals, negotiate terms, and prepare contracts
- Manage bookings and group logistics in CampBrain
- Coordinate with housing and kitchen teams on bookings
- Handle post-booking client communication, invoicing, and payment follow-up

Marketing

- Develop and manage the marketing calendar and ad budget
- Plan and run paid campaigns on Meta (Facebook/Instagram), Google Ads, and CTV
- Manage and schedule organic social content via Buffer
- Maintain and update the website (WordPress, custom theme, hosted on WP Engine); handle basic SEO
- Write and manage email campaigns and list segmentation in CampBrain
- Assist in creating, developing, and mailing fall and spring donor appeal letters.

- Concept, produce, and ship direct mail campaigns, including list management and vendor coordination
- Design marketing assets using Canva and Adobe Creative Suite

Media Production

- Shoot and edit photo and video content, from social-first clips to longer brand/promotional pieces
- Basic ability to edit photos and video.
- Manage the YouTube channel and the camp's photo/video archive
- Recruit, interview, hire, and train the seasonal summer media team
- Provide hands-on direction and troubleshooting for the media team during the summer season

General

- Represent Lake Ann Camp at trade shows and ministry fairs
- Maintain print and digital marketing assets across all program areas
- Track inventory of promotional materials (banners, brochures, giveaways)
- Maintain expense tracking against budget
- Participate in cross-department meetings and advise on brand tone and messaging

Qualifications

- 3-5 years of experience in sales, marketing, or a combination of both
- Demonstrated success closing deals or managing client relationships; contract negotiation experience preferred
- Working proficiency with paid social platforms (Meta, Google Ads) and email marketing tools
- Experience with photo and video production
- Experience managing direct reports or seasonal/part-time staff
- Strong organizational skills and ability to manage multiple concurrent projects and priorities
- Personal Christian faith and alignment with Lake Ann Camp's mission

Compensation

Provided upon application. Full-time, year-round position with insurance benefits. Housing is not provided.