



Communications Specialist

Job Title: Communications Specialist
Department: Communications
Reports to: Senior Director of Communications
Salary Range: \$33-38/hour, Full-Time
Location: Hybrid-Remote (San Francisco office: 2-4 days/month; Camp in Groveland: 2-3x/yr)

About Tawonga

Tawonga’s mission is to provide educational and recreational programs for children, adults, and families that foster self-esteem, lifelong friendships, connections with nature, and positive Jewish identity and spirituality. We run programs at our residential campsite next to Yosemite National Park and in the Bay Area, serving 5,000 people a year.

Equal Opportunity Employer

Camp Tawonga is an Equal Opportunity Employer, values diversity and is committed to being an inclusive environment for all employees. We are committed to building a team that represents a variety of backgrounds, perspectives and skills, and to hiring people of color, LGBTQ individuals and women. All employment is decided on the basis of qualifications, merit and organizational need.

Job Purpose and Description

The Communications Specialist ensures the smooth and efficient operation of Tawonga’s communications department. This role manages the day-to-day systems and processes that support how Camp communicates with our community.

Essential Duties and Responsibilities

Communications

➤ Website Management

- Serve as lead editor for Tawonga’s website, in collaboration with program leads, to ensure current, accurate, and relevant content.
- Lead annual “website turnover” project to prepare for fall registration, in collaboration with Senior Communications Director.
- Design and build Annual Impact Report on website.
- Design new web pages as needed and serve as lead trainer for website management. Collaborate with web developers as needed.
- Manage back-end of website, including formatting, styling, navigation, light coding, and photo sourcing.

- Gather, analyze, and report on web analytics; based on data and in collaboration with Senior Communications Director, implement strategy for web structure and user experience.
- Responsible for managing and updating content on many web pages.

➤ **Social Media Management**

- Serve as the lead manager for Camp Tawonga's social media presence, driving strategy and execution across platforms.
- Manage all content and activity on Instagram and Facebook, including posts, stories, comments, notifications, and private Facebook groups.
- Monitor and respond to community engagement, ensuring timely replies and fostering a positive and inclusive online environment.
- Draft engaging, on-brand content that reflects Camp Tawonga's voice, values, and timely happenings.
- Maintain a content calendar to ensure consistency and alignment with broader communications and agency goals.
- Regularly review analytics and performance data to assess the impact of social media efforts and refine strategies for stronger engagement.

➤ **Email Operations**

- Format mass emails for several departments in communications platforms Constant Contact and CampMinder, ensuring brand consistency and professionalism.
- Manage and maintain CampMinder email templates; train and support staff to format and send emails.
- Assist with CampMinder reports for data collection and list creation.
- In collaboration with Senior Communications Director, maintain and update processes and systems for year-round team to support communications operations.
- Gather data quarterly and report on email metrics for development and communications meetings.

➤ **Photo Management**

- Lead photo processing for all Tawonga programs, including editing in Lightroom, Photoshop, and organizing in Smugmug.
- Manage Tawonga's photo and video organization and archives, including keyword indexing.
- In collaboration with program leads, coordinate a photographer or serve as a photographer for local Tawonga programs
- Source and update images for Tawonga website, marketing materials, emails, etc.
- Manage the physical hard drive back up of all Tawonga photos and videos.

➤ **Writing/Design/Marketing**

- Support Senior Communications Director to carry out projects, such as blog posts, impact report, press campaigns, and slide decks, including gathering content, outreach, writing, editing, and design.
- Support marketing efforts, including: writing some marketing emails and tracking and updating marketing plan.

- Format, edit, and style communications in alignment with Tawonga’s Style guide, including flyers, board updates, and other collateral.
- Create graphics, flyers, and ads in Canva for various communications, marketing, and program efforts.

➤ **Summer Communications**

- Support and carry out summer camp related communications during summer season to support family communications, as part of the Public Information Officer team.
- Assist with parent communications.
- Part of the summer content team, which includes editing summer blog posts, reviewing parent app content, supporting summer blogger, managing some photo postings and app content.
- Provide operational and administrative support for Companion app (parent portal during summer camp).

General Administrative Duties

- Provide high level operational and administrative support to Senior Communications Director as needed, including research projects.
- Answer phones, providing excellent customer service.
- Participate in shared responsibility to keep office systems and remote work easy for the team.
- Assist with general office tasks as needed.
- Provide additional office support in the summer.
- Provide tech support for online orientations and info sessions
- Write and postmark camper birthday postcards weekly

Other Duties

- All other duties as assigned by supervisor

Professional Development

- Research and participate in relevant, ongoing, continuous professional development as it pertains to the role and/or business needs (e.g., training materials, coursework, webinars, etc.)

Training, Experience, Skills, and Qualities

Required

- At least two years of relevant experience in communications, marketing, or PR
- Excellent technical skills and comfortable troubleshooting tech issues
- Comfortable learning new technical skills
- Excellent writing, proofreading, and verbal communication skills
- Excellent time management skills
- Proficient in Microsoft Office, including Word, Excel, Powerpoint; Google Suite including Gmail, Drive, Docs, Sheets, Forms

Preferred

- Enthusiasm for Tawonga’s mission

- Proven track record of excellent follow-through and accountability
- Outstanding organizational and project management skills and meticulous attention to detail
- Ability to prioritize tasks and execute multiple projects simultaneously
- Self starter and ability to work independently
- Flexible and able to meet changing work needs and demands
- Wordpress, Photoshop, Canva, and Lightroom knowledge a plus

Supervision

- This position reports directly to the Senior Director of Communications

Software

This position will heavily use the following types of software:

- Microsoft Suite (Excel, Word)
- Google Suite (Gmail, Google Calendar, Sheets, Drive, Docs, Slides, Forms)
- CampMinder (camper/family database) and Companion (app)
- Adobe Suite: Lightroom (photo editing), Photoshop, Acrobat
- Canva

Physical Demands

The physical demands listed below are representative of those that must be met by an employee to successfully perform the essential function of this job. Reasonable accommodations will be made that enable people with disabilities to perform the essential functions:

- Typing, writing, reading, hearing, and speaking
- Use of hands and fingers to operate office equipment, especially a computer
- Standing, walking, kneeling, and frequent sitting with some lifting up to 30 pounds

Worksite

- This role is a **flexible/hybrid** position. Camp Tawonga will provide a company laptop, mouse, keyboard, and reasonable accommodations as needed to ensure the employee can work from home.
- Tawonga's year-round team currently works mostly remotely with a few days in the SF office per month (which is subject to change), in addition to taking infrequent trips to our Groveland site.

Work Environment

- Noise level is moderate if working at camp property in Groveland, CA.

Normal working hours

- During the off-season, hours are flexible while completing tasks associated with job description, and while meeting deadlines; normal office hours are 9 a.m. until 5 p.m. During the summer, there are occasional night or weekend on-call hours as assigned
- During the summer, the Ruach Ride bus departures occur on Sunday mornings (~5/summer) and Friday afternoons (~6/summer) in the East Bay

Other duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties and/or responsibilities that are required of the employee for this job. Job duties, responsibilities and activities may change at any time with or without notice based on the needs of Camp Tawonga.

Compensation and Benefits

This is a full-time, non-exempt, year-round, and benefited position. The pay range for this position is \$33-\$38 per hour. Camp Tawonga offers a competitive compensation package which includes medical, dental, life insurance, retirement with company match and contribution, and paid sick and vacation leave.

To Apply

To ensure consideration, please submit a resume and cover letter explaining your qualifications for and interest in the position. Send applications to hr@tawonga.org with, "Communications Specialist", in the subject line. Applications will be accepted on a rolling basis.