

Social Media & Content Creator



Job Location

Highland Lakes Camp & Conference Center, Spicewood, Texas

Position Overview

This creative role works as the on-campus coordinator of online and print communication whose main responsibility is to create shareable and communicative content. This is a graphics and content-heavy creator position who is fully immersed in social networks to act as an influencer for the camp while providing design assets for the various events and needs of the camp.

Qualifications

Have a calling from God to the mission of working at a Christian camp to further His Kingdom with a desire to live and work in a camp community.

- Active member of a church in regular fellowship for the purpose of encouragement, accountability, and spiritual growth.
- A deep personal relationship with the Lord Jesus Christ with the ability to express your faith.
- Living as a Christian role model and upholding Christian values and conduct.

Duties and Responsibilities

- Manage, design, and develop content for social media platforms.
- Create and engage with online/social communities through the various social media platforms.
- Manage and oversee HLC websites.
- Create and order print material for events, conferences, and mail outs.
- Create email campaigns on Constant Contact to communicate HLC events.
- Create internal/external print for HLC, such as camp graphics, event logos/signage, etc.
- Other duties as assigned

Job Requirements

- Excel, Word, Google Sheets, Google Docs, Quickbooks, Indesign, Adobe Illustrator, Adobe Photoshop, Canva, Constant Contact & Hootsuite - Facebook, Twitter, Instagram, Tic Toc, Snapchat
- Exceptional creativity and innovative design skills
- Strong, proven graphics design skills
- Ability to interpret ideas and needs to create digital and physical assets for camp use
- Self-starter and having the ability and desire to “do the next thing”
- Attention to detail
- Must be teachable and willing to make changes as necessary
- Excellent communication skills
- Time-management skills to be able to juggle multiple projects and meet deadlines
- Able to create engaging social media content
- Ability to constantly manage multiple social media feeds
- Utilize stories, reels, and streams to share the story of Highland Lakes Camp

Required Skills

- Excellent computer and technical skills
- Time management and organizational skills
- Active listening and communication skills
- Ability to think creatively
- Problem-solving skills
- Coordination and teamwork skills

Benefits

- Health plans for employee and spouses are covered; family plans are available.
- Paid holidays, vacation, and sick days.
- Life insurance is paid for employee.
- Retirement plan available.
- Housing is provided along with some meals.