

Director of JCC Camps

Position Summary:

Director of JCC Camps oversees the creation, promotion, staffing, curriculum, and administrative functioning of the Jewish Summer Camp Programs, and maintains compliance with state licensing. Each year, the Director leads all efforts to develop and deliver an annual array of camp programs and opportunities that are Jewish, fresh, current and keep pace with current trends. The Director is a leader expected to grow camp by 20% over 3 years and to meet budgeted expectations – and works with stakeholders to develop/deliver a vision for camp that is compelling, creative, Jewish and profitable.

Essential Functions:

- Develop programs and activities that further the Jewish identity of participants through the integration of Jewish values / life / culture into camping programs.
- Develop an attractive array of camp programs based on research of the most successful models for camp programming, and on evaluating all aspects of the previous summer.
- Develop and maintain effective communication with parents prior to and during camp season (including work with committees, e-news/blog, special announcements, and daily communications).
- Work with JCCA & JAFI Shlichah.
- Manage the hiring and training process for all camp employees (including recruitment, interviews, hiring, work schedules, maintain employee files, and payroll).
- Manage and monitor enrollment for camp; regularly report key benchmarks/statistics to JCC leadership; keep current with licensing; maintain required standards.
- Develop and deliver strategic programs during the year that connect campers back to their summer experience and help recruit prospective campers.
- Take charge of marketing efforts throughout the year, including working with the marketing department on materials and sales campaign; promote camp in community forums.
- Coordinate activities with Special Needs Camp Director for Inclusion Camps and Special Needs programming.