



**TITLE:** Sales & Social Media Coordinator

**REPORTS TO:** Executive Director

**POSITION TERM:**  FT  PT  On-site  Temp/On-call

**POSITION SUMMARY:**

The sales and social media Coordinator provides support to the Executive Director and CEO and in many ways is the voice of the Tonto Creek Camp Brand. This position is responsible for working with prospective guests/guest groups to provide customer service to aid in the achievement of maximum occupancy at the camp. This position is also responsible for developing all social media content with the goal to authentically connect and engage with TCC’s customers and community, grown the member base, support initiatives, and for the execution of all social media activities (i.e. tweeting, sharing, engaging, liking, blogging, et cetera).

**ORGANIZATION OVERVIEW:**

Tonto Creek Camp (TCC) is a rapidly growing non-profit that delivers outdoor education and leadership to youth throughout Arizona. As a premier outdoor education camp in Arizona we annual provide services to over 6,000 youth during residential camps in Payson as well through auxiliary services provided throughout the valley and other locations. TCC is committed to its three key initiatives: Outdoor STEM (Science, Technology, Engineering and Math)Centered Education, SEED (Students Engaged in Entrepreneurial Discovery) and SOIL (Students Optimizing Integrity and Leadership).

**COMPENSATION:**

This is an hourly position with compensation based on experience and length of service.

**RESPONSIBILITIES:**

**Sales Reservation Duties**

- Provides customer service to assigned prospects – provides information regarding accommodations, amenities, recreational activities, program options, et cetera to meet guest needs, wants and expectations.
- Closes sales by computing charges, preparing and sending quotes, invoices, and agreements
- Collects funds by securing signed agreements, credit card authorizations, processes payments & certificates of insurance, provides receipts and notifies customers of delinquent payments,
- Ensures accuracy of reservation, recognize guests’ needs and requests, and properly communicate requests to appropriate personnel.
- Maintains strong relationships & communications with on-site camp management



- Executes aggressive and persistent follow up to new to existing customers and conducts target marketing using cloud-based marketing and sales tools
- Maintains documentation of the aforementioned in TCCs various software programs to include but not limited to Salesforce database, QuickBooks Accounting Software and various spreadsheets
- Generate reports as assigned to ensure reservation completion, accuracy, and preparedness
- Utilize sales training techniques to provide the best call quality possible to ensure the maximization of revenue and guest service
- Remain up-to-date on all camp and amenity offerings, promotions and campaigns, and changes in policies and procedures

### **Social Media Coordination Duties**

- Execution of all social media activities (i.e. tweeting, sharing, engaging, liking, increasing social reach by doing the hands-on activities) to support TCC initiatives
- Oversees social media content with the goal to authentically connect and engage with TCC's customers and community and grow the member base
- Authors compelling social campaigns
- Develops the social media editorial calendar, plan social media activities to drive engagement and collaborate with a wide variety of stakeholders
- Sets and achieves goals for driving social media channel growth (fans, followers), and engagement (i.e. comments, shares per post)
- Manages day to day social media channels, including community management
- Ability to create a pre-determined amount of social media posts per week
- Proactively seeks out, adopt and create compelling, highly shareable content
- Ensures all content is on-brand, consistent in terms of style, quality, and tone of voice, and optimized for search and user experience
- Measures and reports regularly on the effectiveness of content and campaigns
- Creates custom images/ graphics to accompany content
- Works closely with the Executive Director in the completion and on-going maintenance of the TCC website

### **Clerical/Accounting**

- May conduct communication support through completing tasks such as screening calls, setting appointments, coordinating meeting times, scheduling meetings, sending out invitations, keeping track of RSVPs, distributing agendas, and occasionally taking minutes during meetings and distributing afterwards.

### **Special Project Support**

- Supports special projects such as sourcing prospects, research and data-mining potential school /districts, et cetera that will benefit from TCCs Outdoor Education Camp.
- Represents the organization to increase awareness through participation in outside events, professional groups, and community involvement in the local market.



## **QUALIFICATIONS:**

- Must be a minimum age of 21 years
- 2+ years of experience with social media and related work experience
- Demonstrated first-hand experience using social media platforms such as Facebook, YouTube, Twitter, Instagram, Pinterest and blogging for business use representing an organization or brand
- Knowledge of social media management software such as Hootsuit.
- Strong project management including scheduling and setting deadlines
- 2+ years of experience and related administrative experience preferred
- Self-learner, proactively finds ways to remove roadblocks and seek out information and answers
- Excellent time management skills and ability to multi-task
- Excellent communication skills (written and oral)
- Team player and creative thinker

## **How to Apply:**

Please submit your resume and cover letter to: Jamie Aiken at [jamie@tontocreekcamp.org](mailto:jamie@tontocreekcamp.org) or 844-411-CAMP.