

# MARKETING INTERNSHIP

## POSITION DESCRIPTION



RESPONSIBLE TO: Director of Development & Marketing  
CLASSIFICATION: Internship Staff  
STATUS: Hourly (12-20 hours/week average). Schedule based on availability.

**ABOUT CAMP LEBANON:** Camp Lebanon, founded in 1947, is a year-round Bible Camp & Retreat Center committed to providing a “*Meeting Place with God*” to help the Church do the work of Christ. Camp is a fun and safe place for kids and the entire family to experience the delight of being loved by God. In all, Camp runs 50+ programmed events (from Summer Youth Camps to Quilt Retreats, and everything in between), hosts rental groups of all sizes, and serves around 12,000 guests annually.

**POSITION VISION STATEMENT:** *The purpose of the Marketing Internship is to help Camp strategize and implement marketing plans and objectives for its events and mission, so that Camp can continue to reach as many people as possible with the love of Jesus. This position will provide plenty of opportunities to practice practical marketing skills, grow in understanding of marketing strategy, and learn to research marketing objectives.*

### POSITION RESPONSIBILITIES:

- Contribute to the strategy and execution of Camp’s event marketing plans (EMPs)
- Assist with management of social media channels (Facebook, Instagram, YouTube, Twitter) and mobile app platform
- Build emails, write copy, and create blog posts
- Administer website content to keep site refreshed, accurate, and current
- Create Camp content & graphics
- Represent Camp Lebanon at tradeshows when needed
- Research marketing trends & best practices
- Capture photos and/or video at some Camp events (if applicable)
- Assist with photo organization & editing, maintain promotional equipment, and keep marketing room & gear organized (if applicable)

### STAFF MINISTRY TEAM RESPONSIBILITIES

- Meet regularly with Supervisor
- Attend Staff Meetings as required
- Enhance and support the ministry of Camp Lebanon according to spiritual gifts and personal interests.
- Apply biblical Body Life principles to preserve and enhance staff unity.

### General Qualifications:

1. Personal commitment to Christ with a passion to grow.
2. In agreement with the philosophy and objectives of Camp Lebanon.
3. Team attitude, flexible spirit, people-orientation, emotional maturity.
4. Able to clearly communicate the love and life of Jesus Christ.

### Job Qualifications:

1. Pursuing a degree in Marketing, Graphic Design, Communications, or similar field preferred.
2. Proficient in Microsoft Office, social media, and digital systems.
3. Strong organizational skills.
4. Motivated self-starter that can see projects through to completion.
5. Friendly, outgoing personality and a servant’s heart.
6. Eagerness & ability to learn quickly.