

Brown Ledge Camp

Job Description

Job Title: Community Development Manager

Reports to: Executive Director

Salary: \$60,000 - \$65,000 (commensurate with experience)

Full-time, exempt.

To Apply: Send your cover letter and resume to work@brownledge.org with the position title in the subject line. Applications will be reviewed on a rolling basis until the position is filled.

Community Development Manager

Position Summary: The Community Development Manager is part of the year-round team at Brown Ledge, responsible for managing the fundraising efforts for the annual fund, including helping with any special campaigns or appeals; strategizing and implementing BLC's marketing plan, and fostering and maintaining positive alumni and community relations.

Essential Job Functions

FUNDRAISING

- Develop and execute annual fundraising plan for all of Brown Ledge's stakeholders (appeal development and execution, social media and email communications, maintaining donor lists, donation acknowledgements, data organization and tracking).
- Continue to foster a positive relationship with all donors. Work with the Executive Director and Camp Director with respective donor pools (alumni and parents).
- Accurately track progress; provide reports and status updates to ED and board.
- Plan and host fundraising events.
- Manages and organizes Phone-A-Thon in the summer.

MARKETING

- Develops and executes strategies to promote Brown Ledge's program, driving growth, brand visibility and enrollment.

- Develop marketing campaigns for email, social media, and print ads.
- Manages and oversees all social media accounts.
- Track and analyze performance metrics across all platforms
- Working with the Executive Director and Camp Director, develop and maintain Brown Ledge's voice and mission, recognizing our different audiences.

ALUMNI RELATIONS

- Develop and execute strategies to engage alumni through events, communications, programs, and fundraising.
- With Executive Director, develop monthly e-newsletter.
- Reach out to alumni to ensure we have proper and up-to-date contact information.
- Regularly engage alumni across different avenues and formats.

Qualifications

- 3+ years professional fundraising and/or marketing experience
- Excellent verbal and written communication and organizational skills
- Ability to work independently and as part of a team
- Proficiency with donor CRMs and Google Workspace

Work Environment

The work environment characteristics described below are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Summer camp
- Office

Physical Demands

The physical demands described below are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Ability to perform physical labor required

Schedule

The role is based mainly out of an office (or home office, remote work is allowed) during Brown Ledge's 'off' season. Trips to Brown Ledge Camp during the 'shoulder' and 'core' seasons as defined by Brown Ledge's summer season are required.

Job Benefits:

- Eligible to participate in employee sponsored healthcare.
- Eligible for Company's 401k management offering.
- A 100% tuition credit for your child/children to attend summer camp.
- Flexible work schedule: remote, office setting, and unlimited PTO.
- Sick, personal, and bereavement time as needed.

About Brown Ledge Camp**Mission**

Brown Ledge is a non-profit camp that exists to develop community, self-discipline, responsibility and achievement in girls and young women, through self-directed participation in varied activities in a high quality summer program.

Brown Ledge Camp is a residential camp for girls aged 10 to 18 located on Malletts Bay of Lake Champlain in the beautiful Green Mountains of Vermont. Quality instruction, on an elective basis, is offered in 18 activities with emphasis on horsemanship, theater arts, water and field sports. The 170 campers at Brown Ledge represent all parts of the United States, Canada, Europe and other areas of the world.

The Freedom of Choice framework makes Brown Ledge different from other camps. The Brown Ledge philosophy offers nearly unlimited opportunity for self-discovery and self-realization in a fun, open and supportive atmosphere. Brown Ledge's structure of open activity time communicates to girls that they are capable of making decisions and trusted to make good decisions. That is not to say that campers will not make mistakes. But at Brown Ledge campers are given the space to make mistakes because failing is as important to the learning process as succeeding.

Although the world has changed quite a bit since Brown Ledge was founded in 1926, the camp's Freedom of Choice philosophy has not. Considered progressive education in the early twentieth century, this philosophy is still relevant today, and, arguably, might have a greater impact on a camper's growth and development than it has in past decades.

We do not discriminate on the basis of race, color, ethnicity, ancestry, religion, sex, national origin, sexual orientation, age, citizenship status, marital status, disability, gender identity, gender expression, or veteran status.