

Pok-O-MacCready Camps

Internship Description

Job Title: Social Strategy Intern

Classification: Seasonal

Reports to: Director of Admissions

Start Date: June 8, 2022

End Date: August 15, 2022 (option to extend)

Location: [Willsboro, NY](#)

Compensation: \$2000 stipend, Room and Board, college credit if applicable

Possibility for

Year-Round

Position: Upon successful completion of Internship

Company Background: Grounded in a century of tradition, [Pok-O-MacCready](#) fosters personal growth for children by empowering them to achieve independence, create lifelong friendships, and develop a deep appreciation of the natural world in the Adirondacks and beyond.

Among the 40+ activities offered are: hiking, horseback riding, canoeing, rock climbing, kayaking, blacksmithing, mountain biking, sailing, sports, swimming, and creative arts. Its location in the Adirondack Park gives it access to hundreds of miles of trails and rivers for both day and overnight trips. Facilities available to every camper include an early 19th Century working farm, an indoor rock climbing center, tennis and basketball courts, a street hockey complex, modern horse stables, ball fields, swimming and boating docks, and rustic cabins tucked into the fields and forest. A screen-free, nature-filled setting and small cabin groups promote social growth and conflict resolution.

Position Purpose: To create and implement a social media strategy for summer 2022 and beyond. This cross-platform strategy will communicate key aspects of Pok-O-MacCready's mission and day-to-day program to an audience that includes current campers, parents, alums, and prospective camper families.

Position Support: This position will report to the Director of Admissions, who will work with the intern to set educational and programmatic objectives for the position. Daily check-ins and biweekly evaluations will be used to ensure these objectives are being met. The intern will receive training and orientation prior to the arrival of general staff. A letter of recommendation will be provided upon request.

Professional Development Opportunities:

- Participation in website design meetings with web design company
- Photo Editing Workshop with Professional Photographer
- Mentorship with Media Manager/Television Producer
- Mentorship with Podcast Producer
- Creative content for portfolio
- Wilderness Trip experience
- Experience working with youth ages 6-16

Essential Responsibilities:

- In conjunction with the Director of Admissions, develop a specific strategy for social media production and outreach



for the summer, and a general strategy for the remainder of the year. ○ Identify current trends and audiences

- Set and track clear metrics for success
- Evaluate release strategy for Pok-O Podcast
- Create and post content on Pok-O's [Facebook](#) and [Instagram](#) pages
 - Produce 12 short videos (3 minutes max) on key aspects of camp program and culture
 - Add TikTok to social media platforms
- Document camp activities through photography and video
 - Coordinate with supervisor to cover key aspects of special events
 - Collect media from other staff members
 - Edit and archive pertinent media for year round use
 - Upload daily photo collections to Smug Mug for camper families
- Participate in the Slide Show Committee
 - Working in conjunction with senior camp leadership
 - Contribute to artistic direction of two End of Session Slide Shows
 - Provide ideas for theme and song choice
 - Create at least one 3-4 minute slideshow per session
 - Develop one 3-4 minute show to be used in year-round marketing

Other Duties:

- Participate enthusiastically in all camp activities.
- Participate as a member of the camp staff team to deliver and supervise special events and other all-camp activities and camp functions.
- Assist in other work related tasks as assigned

Qualifications: (Minimum qualifications and experience)

- At least 18 years of age and able to work legally in the United States
- Relevant experience in photography, videography, audio, social media, communications
- High School Diploma or equivalent
- Experience developing and posting on various social media platforms
- Must pass a criminal background check
- Desire to be a positive role model for children
- Willing to be flexible, patient, kind, and hard working

Physical Aspects of the Position:

- Visual and auditory ability to identify and respond to environmental and other hazards
- Physical ability to respond appropriately to situations requiring first aid. Must be able to assist campers in an emergency (Fire, Evacuation, illness or injury) and possess strength and endurance required to access various program areas around camp in an efficient manner
- Some physical requirements positions could include standing, bending, stooping, and stretching. Requires normal range of hearing and eyesight to record, prepare, and communicate appropriate camper activities/program.



To apply, [create a profile](#) on our information management system (CampBrain), and fill out the application for Social Strategy Internship. Contact [Brian DeGroat](#) if you have questions.