



## MEDIA TEAM

The media team is made up of photographers, videographers and social media content creators. Their goal is to provide an online glimpse in to daily camp life, along with marketing the camp to prospective families and staff through social media and other channels.

### MINIMUM QUALIFICATIONS

- minimum age of 21
- previous digital photography/videography experience: action shots, sports events, group photos
- a strong working knowledge of all popular social media platforms
- knowledge of Adobe suite programs preferred (Photoshop, Premiere, etc.), Canva, CapCut
- good organizational skills, self motivation, and confidence to approach groups of campers and staff
- detail orientated with an eye for perfection
- ability to follow and adhere to tight schedules while working autonomously with little supervision
- ability to follow through and complete assigned tasks

### GENERAL RESPONSIBILITIES

- take digital photos for all websites and social media sites
- take digital photos for resale and upload to online photo sale website
- take digital photos to record the events of the summer
- video camp events
- capture camper and staff interviews
- create content and monitor the social networking sites, responding as necessary
- perform check in and check out responsibilities
- attend and monitor all the sports sessions
- participate in staff training emergency drills

### DETAILED RESPONSIBILITIES

#### Photography

- take photos and sort throughout the day
- take photos of staff for hiring promotional pieces
- report to office daily for the final sort of the day's photos
- take photos for online features, announcements, contests, etc.
- take head shots of staff
- maintain and care for all photography equipment

### **Photo Organization and Uploads**

- sort, resize, rename, and group photos
- upload website photos
- resize and upload the week's staff photos to online photo website
- select and organize best photos of the week with graphic designer

### **Cabin Photos**

- take cabin photos every Wednesday morning and print them out

### **Videography**

- film recreation events and catalog files throughout the summer
- produce a 60-90 second highlight reel each week of the campers activities for social media promotions
- film camper and staff interviews throughout the summer (ixtc campers, new campers, staff bios, etc.)
- film and edit the end of summer staff music video for social media promotion (lip sync, dance, etc.)
- operate drone and catalog footage (drone experience desirable)

### **Social Media**

- create content and monitor the social networking sites, responding as necessary
- collaborate with photographers and videographers on necessary imaging or to assist in campaigns
- serve as your own photographer, videographer, and graphic designer for smaller update postings using mobile design apps
- provide daily content for social media pages including posting summer camp event results daily

### **Miscellaneous**

- set up / take down outdoor movie theater for all slide shows, movies, etc.
- prepare slide show for Thursday night and check-outs
- shut down and unplug the computers immediately in the event of thunder and lightning storms
- serve as a good example to campers in personal language, appearance and health habits
- prepare and actively participate in staff training meetings and supervisory conferences
- communicate daily with directors

Keep in mind that these are not the only duties. Due to the variety of situations that may arise, others duties may be added or reassigned as necessary.

## **HOURS**

The photographer/videographer has one day off per week, either Friday at 12:00 noon to Saturday at 11:30 am or on Saturday at 11:30 am until Sunday at 11:00 am as assigned. There is a 12:00 am curfew with the exception of your day off.

## **GENERAL RULES**

The photographer/videographer is responsible to the leadership team and the camp directors. All staff members are expected to abide by all policies and procedures with a positive attitude and to assist in enforcing said policies. Potential staff members should understand that campers' needs for health, safety, and happiness come first. It is the staff's responsibility to provide a positive learning experience in a safe and clean environment so that campers feel good about themselves and their accomplishments.

1. Illegal drugs, weapons, alcohol, smoking and nicotine products on camp grounds are strictly forbidden. Abuse of this policy is grounds for immediate dismissal.
2. Cell phones and internet enabled devices may only be utilized during non-work hours and in designated areas. Abuse of this policy shall lead to confiscation of said items. All staff must have their personal social media pages set to private.
3. Staff fraternization with campers and CIT's is strictly forbidden and is grounds for immediate dismissal. Furthermore, directors are not permitted to fraternize with their immediate staff members.
4. Coed visitation is strictly forbidden in restricted areas and is grounds for immediate dismissal.
5. Appropriate dress is required.
6. Follow and comply with all rules, regulations, policies and procedures outlined in the ISTC staff handbook.