



Job Title: Marketing Manager

Location: Raquette Lake, NY

Position: Full-time, year-round, non-exempt

Salary & Benefits: Starting at \$21 - \$25 per hour based on skills & experience. On-campus lodging & meals provided in season, health & retirement benefits, paid time off and sick leave.

Reports to: Interim Deputy Director

This position is immediately available and remains open until filled.

About Great Camp Sagamore

Great Camp Sagamore is a 17-acre National Historic Landmark and is one of the first of the nationally renowned Adirondack “Great Camps,” located in one of the most remote areas of the Adirondack Park. Today, Great Camp Sagamore is owned, preserved, and operated by Sagamore Institute of the Adirondacks. We are an educational, private, non-profit institution dedicated to stewarding Great Camp Sagamore as a welcoming place for educational and recreational programs and fostering connections to history, nature, and community.

Sagamore welcomes guests from late May through late October and on two separate days during the winter. Guests come from around the world to take tours, participate in overnight and day experiences, attend conferences, get married, host family reunions, and enjoy concerts.

Working at Sagamore Institute of the Adirondacks

Sagamore employs a core group of year-round staff members and additional seasonal staff to support our on-campus programs and activities. During the season, most staff members live on campus with meals provided. We maintain a collaborative work environment where all staff members are expected to lead by example, work closely together positively, and foster a safe, encouraging, and enjoyable workplace.

The Sagamore Institute of the Adirondacks is committed to creating and sustaining a diverse, inclusive, and equitable work environment that empowers all staff members to grow and be active within decision-making spaces. We are committed to ensuring an anti-racist culture and a work environment free from discrimination and harassment. Sagamore does not discriminate based on gender, gender expression, sexual identity, sexual orientation, race, class, color, age, ethnicity, first language, religion or belief, family, marital, parental, military, or veteran status. This policy applies to all aspects of employment, including recruitment, hiring, promotion, discipline, termination, compensation, benefits, training, and professional development. At Great Camp Sagamore, all employees help to facilitate camp offerings. In addition to one’s job-specific duties, other tasks may be assigned, as needed, to support camp operations for the employee’s department or other camp departments.



Position Description

Effective marketing, advertising, public relations and communications are essential to expand awareness of Sagamore and its offerings, increase participation in Sagamore experiences and programs, and increase occupancy and revenue. Successful development, management and execution against these objectives will allow for the expansion of programs and activities to appeal to an ever-broadening audience of guests and supporters.

The Marketing Manager is a publicly facing position responsible for, improving the efficiency, effectiveness, and quality of Great Camp Sagamore's marketing efforts, under the direction of the Interim Deputy Director. This position is a resource and support to all Sagamore departments.

Great Camp Sagamore operates in a fast-paced environment with a lean and efficient staff. The Marketing Manager position requires someone who likes finding opportunities and overcoming challenges under such conditions while remaining flexible and cordial to colleagues, external partners, collaborators and guests. This position is one of the manager level positions at Sagamore, the managers support each other to fulfill their responsibilities and work closely together to help achieve the goals for Sagamore.

We are looking for a creative, proactive, and highly organized Marketing Manager to support the planning and lead the execution of marketing initiatives to position Sagamore as a premier destination for both individuals and groups and an active partner in the region under the direction of the Interim Deputy Director. Specific responsibilities include:

- **Planning & Budgeting:** Support the development and management of Great Camp Sagamore's annual marketing plan and budget.
- **Branding & Messaging:** Ensure consistent adherence to GCS's current brand identity across all GCS marketing, advertising, website, social media, collateral, public relations and signage.
- **Marketing & Advertising:** Expand, improve, execute & evaluate marketing and advertising initiatives, including:
 - **Email marketing:** Oversee weekly "Visitors Guide" in-season (in collaboration with external resources), new monthly "Sagamore News", off-season emails to support programs, events, and other departments as necessary. Drive email database expansion & maintenance.
 - **Advertising:** Oversee the planning, creation and placement of print, theatre, public broadcasting, Facebook/Instagram advertising (in collaboration with external resources.)
 - **Social Media:** Manage, post and follow up on all appropriate social media platforms utilizing the LATER software capabilities. Monitor & reply as needed to audience questions and comments.
 - **Collateral:** Produce all needed print collateral promoting GCS including brochures, flyers, banners, posters, signage, etc. (In collaboration with graphic design resources.)



- **Outreach Events:** Plan, organize, prepare and staff GCS outreach events including Expos, local/regional special events.
- **Calendar Placements:** Ensure timely submission and representation of GCS programs and activities in local & regional print and online calendars.
- **Website:** Ensure timely, accurate and effective information on the GCS website, with a primary focus on ease of use for first time visitors. (In collaboration with organization's web consultant.)
- **Public Relations:** Establish and execute a public relations plan focused on local & regional publications, media and organizations.
- **Organizational Support:** Work with the programs, history, development and operations departments to provide all needed marketing & advertising support.
- **Sagamore Photo Library:** Maintain, expand, and categorize GCS photos library and provide photos for all marketing, advertising, outreach, development and other needs.
- **Project & Process Management:** Establish, document and implement processes and standard operating procedures (SOPs) to coordinate internal and external resources to execute branding, design, marketing and communications initiatives and projects on budget and on schedule.

This position requires residency at or near Great Camp Sagamore during the season. Lodging provided is basic but private and comfortable. Meals take place in a common dining hall shared by guests. From November - April, year-round staff work from home. This individual must be available to staff and/or support in-person the winter programming days, and preference may be given to an individual who lives in close enough proximity to Sagamore to visit camp more frequently during the off-season.

Preferred Skills and Experiences

- Bachelor's degree or equivalent, plus a minimum of 2-5 years of experience in a majority, or all, marketing disciplines including advertising, public relations, social media, website maintenance, event planning and database management.
- Excellent communication, writing, presentation, and project management skills.
- Strong planning and project management experience and/or orientation.
- Social media and content generation skills (writing, photography, video, creation of reels, etc.)
- Demonstrated experience as a self-starter with a "figure it out" orientation and willingness to learn new skills, software, apps, processes, etc.
- Demonstrates a strong collaboration orientation, working with and/or leading project teams.
- Experience with software/apps used by the organization or the demonstrated ability and interest in learning and mastering needed capabilities. Software/apps include Microsoft Office Suite (Word, Excel, PowerPoint), Squarespace (website), MailChimp (email), Later (social media), Graphics software (Canva, Adobe or other), Monday.com (project/task management), Google Business Suite including Google Photos.



Physical Requirements

- Ability to lift and carry 20lbs
- Ability to walk up and down 2 flights of stairs
- Ability to traverse gravel roads/paths and uneven terrain at least 1/2 mile per day

Additional Perks

This position includes paid time off and sick leave and will be eligible for health benefits after 90 days and retirement benefits after 1 year. All meals during the season are provided by Great Camp Sagamore in the Dining Hall, and staff have full use of the camp's amenities, including the Boathouse and the open-air bowling alley. Staff members' friends and family members may enjoy tours, meals, and overnight accommodations at reduced costs.

How to apply

1. Submit an application form via our website: www.sagamore.org/employment
2. The hiring team will review your application and contact you to let you know whether you will be moving forward in the process.
3. Advancing applicants will be invited to participate in the interview process, including phone and/or virtual interviews.
4. Selected candidates will be sent an offer letter and new-hire information.