



## Marketing and Sponsorship Manager Job Description

**Position Type:** Full Time, Exempt

**Reports To:** Director of Development

**Organization Summary:** Camp Susan Curtis is the only camp that exclusively serves Maine kids from low-income families, all for completely free. The children we serve face many challenges in their daily lives, but every summer at camp, they get to spend 10 days immersed in Maine's pristine outdoors, connecting with encouraging mentors and friends, building their leadership skills - and ultimately learning to believe in themselves. Since 1974 we've served almost 20,000 campers across the state of Maine. Our small year-round team of 6 is highly collaborative, innovative, caring, productive, and fun. To learn more about Camp Susan Curtis, check out this [8-minute video](#) and visit [our website](#).

**Position Summary:** The Marketing and Sponsorship Manager will be responsible for creating and implementing the organization's statewide marketing, communications, and public relations strategy; cultivating and growing our corporate sponsor relationships; and planning events that successfully engage donors, corporate sponsors, camp alumni, and the Camp Susan Curtis community.

Through increasing and enhancing the organization's marketing reach among various audiences, as well as through growing several revenue streams, this new and exciting position will play a key role in achieving our strategic plan of serving 25% more kids, for 25% more time.

### **Duties and Responsibilities:**

#### Marketing, Communications, and Public Relations

- Create and implement a statewide marketing, communications, and public relations strategy to increase the organization's visibility and impact.
- Work closely with the program team to develop print and digital marketing materials for campers, camper families, and referral partners.

- Maintain and enhance the Camp Susan Curtis website to effectively communicate our mission with camper families, referral partners, donors, corporate partners, and the broader community.
- Collaborate with the team to develop and implement a social media strategy that addresses multiple, varied audiences.
- Create and implement a Camp Susan Curtis branding guide and assist the team with adoption of the guide.
- Create print and digital collateral to support board development, a potential future capital campaign, planned giving, and other projects.
- Collaborate with the team to design, write, and manage an organizational e-newsletter directed at multiple audiences.

#### Corporate Partnerships

- Serve as the relationship manager for the majority of our corporate sponsors.
- Create sponsorship proposals and associated benefits for our partners; make annual asks of corporate partners.
- Build relationships with partners through impact reporting, connecting them to volunteer opportunities with CSC, understanding their employee giving/matching programs, and finding other ways to help their employees feel connected to the Camp Susan Curtis mission.

#### Event Planning

- Plan our annual golf tournament and meet budgeted revenue goals.
- Assist the Evening with Maine Authors committee in their event planning and assist other volunteers who organize events for CSC externally.
- Lead the organization's presence at local community and chamber events.
- Secure corporate event sponsorships for the golf tournament, the gala, and other fundraising events as needed.
- Manage event sponsor benefits.
- Assist with planning the logistics for the Camp Susan Curtis gala (next event in 2026).

Other duties as assigned.

#### **Qualifications:**

- 3-5 years relevant experience in marketing, communications, corporate partnerships, event planning, or social media strategy, preferably in a nonprofit setting.
- Energized by the mission of Camp Susan Curtis and its impact on Maine youth.
- Exceptional writing skills, with the ability to adjust your writing style for various audiences.

- Can confidently design print and digital collateral, according to the Camp Susan Curtis brand.
- Naturally empathetic, relational, and skilled at interpersonal communication.
- Comfortable making fundraising asks - or at least comfortable with feeling uncomfortable making asks!
- A skilled project manager, organized, and detail oriented.
- Enjoys working in a collaborative and creative environment.

**Benefits:**

- Salary range of \$55,000-\$60,000, depending upon qualifications.
- Hybrid remote/onsite workplace and overall workplace flexibility.
- A fantastic benefits package, including:
  - 100% employer paid comprehensive health and dental insurance
  - 4 weeks of PTO per year (which increases according to the length of your employment)
  - 13.5 Holidays per year
  - Retirement savings plan, with an employer match of up to 3%
  - Short and long-term disability insurance
- Professional development opportunities and an environment that encourages you to pursue your professional development goals.
- A small productive team whose culture is based on curiosity, creativity, community, and collaboration.
- A workplace culture that is highly supportive of work/life balance.

**To Apply:**

- Please send a cover letter, resume, and a sample of your design work to Alaena Dunn, Director of Development, at [adunn@susancurtis.org](mailto:adunn@susancurtis.org). Initial application deadline is March 31<sup>st</sup>; however applications will be reviewed until the position is filled.