

# Marketing & Merchandise Lead



## **Camp Summit**

Camp Summit is an overnight Catholic adventure camp for middle school youth entering grades 6-8 hosted at Eagle Bluff in Lanesboro, Minnesota. High schoolers who have experienced the formative training of Dream Team then serve as Fiat who mentor and walk with the campers. Camp Summit is seeking dedicated, passionate and faith-filled volunteers to help create a fun and formative camp experience for Parish groups throughout the Diocese of Winona-Rochester.

## **Role Overview**

Utilize your creativity and design experience to create promotional pieces for camp including posters and advertisements. Design printable pieces for camp including booklets and signage and design and order camp items and merchandise. The majority of tasks will be completed before camp. Oversees Photographer and Videographer.

## **Desired Characteristics & Skills**

- Creative
- Graphic design experience preferred

## **Responsibilities & Duties**

- Create promotional pieces for camp (e.g. designs posters, social media and bulletin pieces)
- Create advertisements (e.g. Ad to the Courier)
- Help update website and registration as needed
- Design and help print adult camp lanyards, camper and leader booklets, and signage
- Write letters and emails to promote to parents and group leaders
- Work with photographer and videographer to
- Design and order camp items including t-shirts, water bottles, and bags
- Design, order, price and help sell camp merchandise (e.g. sweatshirts, shirts, sunglasses)

## **Time Commitment:**

- Attend large group meetings (2-3/year)
- Flexible position - the majority of duties will be done before camp
- May need to attend camp if interested
- All adults 18+ must be VIRTUS trained and have a current background check within the last 5 years before any interactions with youth or Camp Summit begins
- Must fill out the online registration form online by June 1st

## **Expectations:**

- Complete assigned tasks as needed before and during camp to ensure a fun, smooth, and successful camp experience for everyone
- Pray for Camp Summit and the youth, high schoolers, and adults experiencing God's love.
- Be fully present at Camp Summit. Come prepared to work hard, play hard and pray hard. Fulfill your role with enthusiasm, love, and faith!

## **Benefits:**

- Camp fee waived - includes all lodging, food, activities and a sweet camp t-shirt!