



## CAMP MENESETUNG

Overnight Camp | Day Camp | Outdoor Ed. | Retreats

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### **Job Description: Executive Director**

Full-Time Year-Round Position: Flexible hours dependent upon busier camp seasons averaging 40 hours/week September-June and 60 hours/week July-August. Paid at an annual salary between \$52,000-\$62,000 dependent on experience, including a United Church benefits package, United Church pension plan contributions, three season accommodations available for lodging, food provided during summer sessions, and 3-weeks of paid vacation time during our off-season. Reasonable expenses incurred in performance of duties including travel, phone, and office supplies etc. shall be reimbursed.

### **Job Purpose and Reporting Structure**

The Executive Director is responsible for the exemplary management of all day-to-day operations of the Camp Menesetung site and its programs, steering the Camp operations to align with priorities set out by the Board of Directors and camp mission statement.

The Executive Director is responsible for developing, implementing, and overseeing outdoor camp experiences which create opportunities for fun and personal growth for a wide range of campers and participants year-round (including: Summer Camp, Schools Programs, and Shoulder-Season Rental Group opportunities) collaboratively with the Board of Directors, Staff, and Volunteers, to provide Camp Menesetung's programs. The goal of this position is to enable high-quality Summer Camp Programs and School Programs to run themselves once campers arrive by: planning, organizing, preparing, communicating, marketing, hiring, training, collaborating etc.; in turn, enabling the Executive Director to focus their work on improving current practices, preparing for future programs, developing board-determined long-term goals and implementing strategies to meet them, and achieving other Menesetung priorities/responsibilities as listed below.

The Executive Director shall be authorized to make financial commitments and expenditures on behalf of Camp Menesetung and the Board of Directors in accordance with the budget or budgets authorized by the Board. All significant capital commitments and extraordinary expenditures require Board approval and the applicable contracts and invoices shall be reviewed with the Treasurer in advance. The Executive Director shall bring to the Board's attention any significant or extraordinary long-term contractual arrangements or commitments and obtain Board authorization prior to executing these agreements.

The Executive Director is a leadership role model. Through their work they should exemplify positive professional leadership characteristics, welcome feedback, and continually seek to grow and improve their own abilities in a way that others can understand and follow.



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The Executive Director is ultimately responsible for the physical, mental, social, spiritual well-being, and quality of experience of all campers, staff, parents, teachers, renters, community partners, and visitors of Camp Menesetung.

This position reports to, and is accountable to the Camp Menesetung Board of Directors.

**The Executive Director will steer the Camp Menesetung operations to align with the following priorities reviewed by the Board of Directors periodically:**

- Strive to fill the Summer Camp, and maximize spring, fall, and winter use; with the goal of making Camp Menesetung a financially sustainable organization.
- Establish the reputation that “Camp Menesetung is a vital asset to the community.”
- Maintain all Camp Menesetung programs with the highest degree of consideration for quality care, safety, and security. Ensuring the strict adherence to all relevant standards, laws, and policies.
- Ensure that the general tone of the camp and all of its components reflect United Church Christian values, lifestyle, and education.
- Foster an organizational culture of transparency, change, and growth which empowers all to share ideas and work collaboratively to achieve a united vision for Camp Menesetung.

**Our Camp Menesetung mission statement:** To lead the way in creating inclusive, healthy, and sustainable community through the Spirit of outdoor adventure.

## Essential Duties and Responsibilities

### Reporting & Communication

- Attends all scheduled Board meetings (as available) and provides a report of activity over the previous period, highlighting important connections/events/changes/incidents/ property issues/opportunities/questions etc. for board consideration and judgment.
- Maintains open lines of communication between themselves and the Board.
- Maintains open lines of communications with the Treasurer/Bookkeeper – particularly regarding issues of operational income/expenses, and staff payroll.
- Acts as a Liaison between the Board and Camp staff/volunteers.
- Advocates on behalf of Staff, Campers, Alumni, and Volunteers during policy or program decisions.
- Sits on the Alumni Committee and acts as a liaison between the board and the Alumni Committee.
- Collects reports from the Summer Leadership Team and submits a summary to the board of directors.
- Completes and submits to the Board an end of spring schools program report, end of



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summer camp report, end of shoulder-season rentals report including recommendations for future years.

### Big Picture

- Works with the Board to prepare, review, and revise a visionary direction.
- Organizes all camp important information: files, passwords, reports, contacts etc. into a centralized database for easy access if needed.
- Tracks and reports camp 'metrics': Intentionally embedding measurable indicators into camp initiatives and programs to track effectiveness and sustainability.
- Collaborative debriefing/re-thinking: Creates opportunities for collaborative decision making and strategic planning.
- Supports & expands alumni opportunities
- Develops opportunities suited to board member involvement and participation in camp operations.

### Marketing

- Ensures that all marketing is done in-line with a consistent Camp Menesetung 'brand' which is professional, fun, and showcases Menesetung's assets.
- Oversees the collection of pictures, videos, and testimonials of all programs for use in future marketing campaigns/sponsorship reports.
- Creates marketing materials to draw prospective schools/parents to the Camp Menesetung website and registration, such as: curriculum based school program packages, school program brochure, school program social media/online advertisements, summer camp poster, summer camp brochure, summer camp social media/online advertisements, rentals brochure, rentals social media/online advertisements, promotional videos, newspaper advertisements etc.
- Tracks marketing impact using a variety of tracking tools: Google Analytics (website traffic tracking), Google My Business/Google Search Console (Google search traffic tracking), social media analytics, registration questions, and end-of-summer surveys.
- Develops and runs a 'Google Adwords' campaign using the free non-profit ad benefits.
- Annually updates an e-mail/address list of all public schools, catholic schools, and Christian school principals, and head secretaries within 150km of Camp Menesetung for school marketing campaign.
- Oversees the design, order, and sales of Menesetung merchandise.

### Office Administration

- Is responsible for overseeing in-coming and out-going mail, email and correspondence and the distribution to the appropriate people.
- Acts as a Liaison between Camp Menesetung and the United Church of Canada, United Church Western Ontario Waterways Regional Office, and United Churches within the Region.



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- Acts as a Liaison to the Ontario Camping Association, the United Church Camping for accreditation purposes.
- Maintains and improves office systems and programs to ensure efficient workflow for all employees: GSuite, CampBrain, Internet, Computers, Printers, Computer Programs, Secure Network storage etc.
- Annually builds a new season of staff applications and summer camp registrations into the CampBrain portal.
- Processes all School Trip Bookings, Summer Camp Registrations, and Shoulder-Season Rentals ensuring timely confirmation and providing supplementary information packages upon confirmation, such as: Field Trip Information Package, Week Specific Camper Welcome Package, Rentals Welcome Package, Packing Lists etc.

### Community Engagement

- Acts as a Liaison to community partners and agencies including: Children's Aid Society, YMCA, Respite Care, Canada Helps etc.
- Engages with the church community by participating in 'Camp' themed worship services at local United churches.
- Engages with the local Goderich community by coordinating volunteer efforts at the Goderich farmer's market, children's festival, and other relevant festivals which show-case our brand.
- Maintains partnerships with local high-schools to offer summer-coop credits to student employees.
- Regularly connects with the MeneSetung community by maintaining a mailing-list, Instagram, YouTube channel, and Facebook page and keeping the community up-to-date in-line with community engagement best practices.
- Ensures that the Camp Website is kept up-to-date with relevant information.
- Conducts themselves as a professional representative of MeneSetung to all campers, parents, teachers, etc. always, including when not actively working, and on social media platforms.

### Human Resources & Personnel Management ("Staffing")

- Advertises all employment opportunities through former staff and L.I.T.'s, local high schools, Churches, O.C.A., the camp website, post-secondary job boards, social media, Canada Summer Jobs, online classifieds locations, newspapers, church bulletins, and by setting up presentations in local high-school leadership classes.
- Hires a Spring/Summer Camp Director to plan and direct the Spring School Programs and Summer Camp Programs.
- Hires all support staff/volunteers: health-care staff, kitchen staff, and maintenance staff.



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- Screens, interviews, and hires all spring and summer program/counselling staff collaboratively with the Spring/Summer Camp Director.
- Oversees the preparation and maintenance of a file for each staff member, keeping a record of police checks, health forms, application forms, evaluation forms, incident forms, signed contracts, etc. as per O.C.A. and U.C.C. Camping Standards.
- Updates and revises all camp manuals, handbooks, and guides as needed and ensures that all relevant members have their own copy. Including: Staff Manual, Staff Handbook, Health Care Manual, Camp Operations Manual, Camp Safety Plan, Crisis Response Manual, and various program guides.
- Organizes staff responsibilities, facilitates good staff team building relationships, and ensures that all staff members are provided with good working conditions.
- Trains the Spring/Summer Camp Director, and Leadership Team.
- Oversees training for all staff before and during the summer with the support of the Leadership Team and outside agencies.
- Ensures that all staff are trained in all policies and procedures, including emergency procedures.
- Serves as a consultant to staff and encourages joint decision making among the staff.
- Supervises all staff and volunteers, and oversees a clear staff evaluation process to ensure that all are doing their job, continually improve, and are treated fairly.
- Enforces curfews as needed.
- Ensures staff members have time off as appropriate.
- Disciplines staff as needed, collaboratively with the Camp Director following written procedures.
- Arranges for the replacement of staff if the need arises.
- Writes letters of recommendation for staff and L.I.T.'s when required to do so.
- Completes and files staff evaluations.
- Reports and files claims for all workplace injuries through WSIB.
- Becomes familiar with the Workplace Health & Safety Act and carry out all required site protocols/policies and staff training as stated.
- Ensures that a staff health & safety representative is appointed to carry out their legal duties during the summer.
- Becomes familiar with the Employment Standards Act and carry out all required protocols/policies/postings and staff training as stated.
- Becomes familiar with the Canada Human Rights Act, and Employment Equity Act and ensures that fair equitable treatment are practiced at every occasion.
- Oversees collection of all relevant financial information from all staff: T-101, T-101ON, Direct Deposit information, SIN number, Signed Contract etc.

### Program Development & Implementation

- Sets the season schedule with input from the Board and Spring/Summer Camp Director.



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- Provides a spring program, summer program, and shoulder-season rentals program that is consistent with camp vision, mandate, and policies, that makes effective use of human and material resources, and meets the needs of the campers and guests.
- Arranges for staff and camper shirts to be ordered.
- Receives visitors and takes appropriate action concerning trespassers.
- Ensures that all programs are accessible and inclusive to all, and accommodate the needs of all campers: Including maintaining a 1:1 camper support program, creating safe spaces and activities which cater to campers of various needs which allow for choice based on needs/preferences.
- Oversees a comprehensive Leadership Training Program, providing local youth with a leadership skill set and a Menesetung LIT certification upon successful completion of the program.
- Strives to build relationships with local indigenous groups, performs formal land acknowledgements at the beginning of each camp session and develops sensitive programming in-line with the Truth and Reconciliation Commission calls to action.
- Implements and enforces all camp policies, rules, and regulations.
- Ensures that the safety measures of the camp are maintained and that emergency transportation is always available.
- Meets with the Leadership Team before camp to discuss theme, ideas, activities, etc. Provides feedback on programs to the Program Team. The Executive Director will be fully informed of the schedule of each camp.
- Ensures that a Camp Menesetung 'Host' is on-site to welcome all visitors to the site including: Rental groups, tours etc.
- Assists all camp staff to keep the camp running.

### Financial

- Develops a budget for all Camp operations with the Treasurer and Board which ensures camp operational sustainability.
- Prepares invoices and collects payment from schools, rental groups, and other agencies.
- Tracks all income and expenses and regularly reports to the treasurer.
- Manages all camp operations cashflow following the camp cash handling policy.
- Submits staff payroll to the treasurer in advance of predetermined pay-dates.
- Purchases all needed operational supplies for the Camp and tracks all receipts.
- Pursues all avenues of funding available through all grant programs and corporate sponsorship.
- Builds reliable consistent donor support: Developing donor recognition programs, pursuing donors who will commit to donating on a recurring monthly basis, creating opportunities for philanthropic investment in Menesetung.
- Brings any expense items outside the budget to the attention of the Board for a decision.



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- Assists in the various fundraising activities of the Board.
- Completes an end-of-season review of all camp operational finances to inform future budgeting.

### Site & Facilities

- Oversees that facilities are kept in good condition and that safety standards are maintained. At minimum, one camp “walk about” a week will be scheduled with the Maintenance staff in order to create a priority rated task list.
- Before the start of camp, complete the Operation of Small Drinking Water Systems Course to meet the training requirements under Ontario Regulation 170/03.
- Ensures that all Ontario Clean Water regulations, recording, and reporting procedures are strictly followed, working in conjunction with the Property Supervisor and / or other Board Members.
- Reports any emergency repairs immediately to the Property Supervisor in order that the Board may be kept informed of property concerns.
- Collaborates with the Property Manager to ensure that all necessary maintenance, repairs, and inspections are completed; including contacting property volunteers, inspecting organizations, and contractors as needed.
- Has the authority to proceed with any emergency repairs on the property when failure to complete such repairs would result in the camp being shut down.
- Checks the cleanliness of buildings, including all cabins, program areas, and kitchen, ensuring that proper cleanliness exists before staff leaves at the end of each session.
- Ensures the general cleaning and shut down of the camp’s programs and facilities.
- Maintains an inventory of supplies and approves all necessary purchases of supplies.
- Responsible for understanding and advocating for camp needs and proposes ideas for capital building projects to the Board.

### Legal

- Ensures that Health Department regulations, reporting and recording procedures are strictly followed, working in conjunction with the Health Care Provider, Head Lifeguard, and Cook.
- Maintains detailed records of every administration of health care, incident, and disclosure of abuse in a confidential and secure environment. Referencing these records as legally obligated.
- Protects files containing confidential information for the legally designated amount of time, properly disposing of files once time has elapsed.
- Carries out any and all orders given by any government ministry.

### Professional Development



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- Attends educational training sessions and conferences as approved by the Board.
- Is involved with, and participates in the Outdoor Ministries Institute.
- Meets other camp directors, and visits other summer camps to learn from their operations, and applies learning to current Menesetzung practices.

Attends to any other matter which requires the attention of the Executive Director.