



November 2018

Position Description: Church Relations Representative

Reports to: Camp Director

FLSA Status: Full-Time, Exempt

Location: Monterey, Massachusetts and surrounding areas

Job Summary

Leads the development and execution of sales and registration strategies to achieve attendance growth for Hume New England. Is out front, on the road, identifying and creating new opportunities for churches, groups, and individuals to attend Hume New England and become long-term partners. Possesses the personality and relational approach to convey Hume New England as a highly-desired location and camp/retreat experience where everyone can build and strengthen their spiritual journey in Christ. Manages time to maximize impact of all communication methods, including in-person visits, email, phone and other forms of communication. Ideally has experience as a youth pastor or similar church role, and with Christian camping programs. Comfortable speaking with senior church leadership and other ministry leaders. Preferably current resident or very familiar with the church environment and culture of the Northeastern USA, including New England and surrounding States. Functions in the lead role to grow camp attendance from a capacity of 150 guests per retreat/camp today to 350-500 guests per retreat/camp in four years. This is a new position that requires independence and flexibility to adjust focus and priorities to achieve organizational goals.

Leadership

- Develops and maintains a strategic perspective to grow attendance. Proven ability to cast vision and develop and execute specific plans to achieve goals.
- Creative in all aspects of church relations and pro-actively brings opportunities forward for consideration.
- Demonstrated experience and knowledge to work independently and aggressively move opportunities forward. Takes action when needed. Delivers measurable results.
- Builds healthy relationships with all people who work at Hume New England or interact with the camp, including churches, guests, campers, parents, and local communities. Consistently maintains a welcoming and friendly attitude; promotes interest and care for all.

Key Responsibilities

- Key point-of-contact for all churches. Works with Camp Director and Program Director to understand details and relationships with current churches and groups, represent camp programs and events, and agree on plans to pursue new churches and groups.
- Proactively contacts and engages with churches and groups through in-person meetings, phone, email and other means to develop and grow relationships and lead them to registering

for camp. Target region and states include New England, New York, New Jersey, Pennsylvania, and others as opportunities arise.

- Follows up with those churches and groups not returning and undertakes efforts to re-engage them.
- Coordinates Hume New England's digital marketing projects, including website, targeted ad and email campaigns, social media, and eNewsletters.
- Coordinates local promotional events and ensures logistics and other resources are organized and effective. Attends area conferences and similar events to represent Hume New England, build networking and develop potential leads to pursue.
- Responsible for the church relations budget. Takes leadership role in monitoring, analysis, recommendations and implementation to ensure an efficient and optimum cost operation. Routinely seeks out better opportunities for higher return on investments.
- Proactively and routinely seeks feedback for personal improvement as well as department performance.
- Performs other related duties and assignments as required. May periodically assist the Program Director with developing retreat programming, planning and executing activities and recreation, and other similar support roles. Hume maintains the right to reassign or change duties as needed.

General Qualifications

- Born again Christian. Demonstrates a commitment to the Christian faith and a desire to share the Good News of Jesus Christ with others.
- Agrees with Hume's Statement of Belief and abides by the Code of Conduct.
- Has a servant's heart with a high level of teamwork and maturity. Exemplifies Godliness, integrity, self-control and temperance. Consistently brings an uplifting presence.
- Demonstrates a strong work ethic, arrives to work on time, is flexible, and avoids excessive absences.

Specific Qualifications

- College degree required. Biblical studies, and marketing or similar education and experience, preferred.
- Experience as a youth pastor or similar church role preferred.
- Experience with Christian camping. Familiarity with Hume's mission, camps and retreats preferred.
- Proactive in approach and desire to maintain excellent performance in all areas of role.
- Has demonstrated strong planning and organization skills. Possesses attention to detail.

Other

- Position requires routine travel throughout the Northeastern US, occasionally overnight. Valid driver's license and auto insurance required.
- Flexibility in working schedule required to meet the needs of the position and availability of churches' and other groups' leadership and contacts.
- Must occasionally lift and/or move 50 pounds, able to stand for extended periods of time, and live in cold weather conditions.
- Reasonable accommodations may be made to enable individuals with disabilities to perform the functions of the job.