



120 Howeville Road Fitzwilliam, New Hampshire 03447  
[www.fleurdeliscamp.org](http://www.fleurdeliscamp.org)

Fleur de Lis Camp is an independent, not-for-profit, residential camp for girls ages 8-17. Fleur de Lis is located in the Monadnock region of New Hampshire, along Laurel Lake in Fitzwilliam. Fleur de Lis offers a traditional residential camp program for girls who attend 2–7-week sessions, serving approximately 100 girls per session. The camp has been in operation since 1929. Fleur de Lis Circle Week is a free, volunteer-led, one-week residential program for girls who have experienced the death of a parent.

**Job Title:** Assistant Director

**Position Purpose:** As the Assistant Director (AD), you bring a passion for camp and how the camp experience positively impacts the lives of campers, staff and families. You are a team player who takes initiative and has strong organizational, communication, and interpersonal skills. You have a talent for managing the camp's digital operations and provide the highest level of customer service. You bring an understanding and talent for program development and coordination. Your enthusiasm for working closely with campers, staff, families, and volunteers is evident.

Reporting to the Executive Director (ED), the Assistant Director is a member of the senior leadership team who works in collaboration with the ED to enhance the organization's camper and staff recruitment and retention, digital presence, and registration process. During the summer season, the AD serves a key leadership role with campers, staff, and families, building a strong relationship with the ED and stepping into this senior role in her absence with a solid knowledge of operations, culture, and general risk management procedures of Fleur de Lis. The AD serves as the primary operational support to the Co-Directors of Fleur de Lis Circle Week. This person will have knowledge of and work in compliance with the State of New Hampshire and American Camp Association (ACA) requirements. The ability to work independently and as a member of a team is essential. As a member of the senior leadership team, the AD will work on-site full-time during the summer as well as be available for regular in-person meetings and events during the off-season.

#### **Fleur de Lis Mission**

Fleur de Lis Camp (FdL) promotes the well-being of girls and young women socially, educationally, and physically. We provide opportunities and experiences to help them become self-sufficient and productive members of their community and the world.

Fleur de Lis' program is conducted in a natural environment, both safe and nurturing, with the intention of fostering leadership skills, citizenship, and self-confidence, while helping each girl reach her full potential. The girls and young women of Fleur de Lis are developed in a spirit of cooperation and respect with a focus on friendship, mentoring, positive example, and challenges appropriate to the individual girl.

Fleur de Lis affirms its responsibility and obligation as a not-for-profit, non-partisan organization serving the welfare of girls and young women. In this spirit we strive to make our program affordable to all.

**Supervisor:** Executive Director

**Classification:** Exempt, Full-Time. Lives on site June-August; works remotely September-May.

## **Major Duties and Job Responsibilities:**

### **Recruitment and Retention**

1. Collaborate with the ED and Recruitment and Retention Committee to develop and implement the recruitment strategy to meet the annual recruitment and strategic goals of camp.
2. Manage the FdL brand (including Circle Week), in collaboration with the ED, to be cohesive across all platforms (print, electronic) and to highlight FdL as an industry leader in camping and girls' growth and development.
3. Serve as primary content developer and manager of website, social media and other digital efforts.
4. Manage internal and external recruitment materials including print, social media, website, video, press releases, Best of the Best awards and general communications.
5. Support recruitment of campers and staff through engagement in recruitment events, and general promotion of FdL during off-season and summer program.
6. Assist with communication with prospective campers, families, and staff.
7. Design and implement retention events in support of the recruitment and strategic goals of camp.
8. Serve on the Recruitment and Retention committee.

### **Summer Leadership**

1. Serve as a member of the summer leadership team, in residence on site June-August.
2. Manage program development and implementation, providing primary coaching and mentoring of staff in activity leadership.
3. Assist with successful communication with campers, families, and staff.
4. Maintain risk management and safety protocol in camp.
5. Understand and be able to lead emergency response procedures as needed.
6. Oversee designated aspects of camp operations, including serving as a liaison to food service.
7. Ensure the ongoing camp social media presence during the summer.

### **Fleur de Lis Circle Week**

1. Serve as general manager for the one-week philanthropic program, Circle Week, supporting Co-Directors in the management of 40+ volunteers, budget, and program goals.
2. Support the Co-Directors of the Circle Week through the year ensuring that all FdL policies, procedures and professional image/brand of FdL are consistent with this philanthropic program. Includes budget preparation, volunteer staffing plans, communication and operation in collaboration with Co-Directors, executing against these plans as directed.
3. Meet regularly with the Co-Directors of Circle Week in the off-season and weekly during the camp season in preparation for the program. Monitor the planning of the program and provide additional research/solutions for any needs or problems that arise during the planning phase to ensure a smooth summer program.
4. Support the volunteers who organize Circle Week fundraising events.
5. Provide marketing support to the volunteer Co-Directors.

### **Registrar and Database Management**

1. Serve as a point of first contact for families interested in camp, field questions, and manage leads.
2. Process all steps of camper enrollment including but not limited to initial enrollment, mailing welcome packets, and collecting and processing camper forms.
3. Manage all aspects of the Campminder database system.

Complete other duties as assigned

### **Qualifications**

1. Minimum of an undergraduate degree required.
2. Minimum of 3-5 years' experience in camp leadership and administration or equivalent youth leadership experience.

3. Knowledge of the camping industry and child development.
4. Experience and passion for working with campers and young adults.
5. Experience utilizing social media platforms.
6. Digital expertise and strong skills in utilizing a variety of software, including Google platform.
7. Recruitment experience and the passion to bring new campers and staff into the FdL community.
8. Strong written and verbal communication skills, including presentation skills.
9. Detail oriented with strong organizational skills.
10. Ability to manage multiple projects simultaneously, develop timelines, set priorities and provide effective updates.
11. Proven track record of exercising good judgment and understanding of when to escalate issues to the ED.
12. Ability to take initiative and proactively identify problems and propose solutions.
13. Ability to travel for meetings, events, volunteer recruitment, conferences and off-season weekly staff meetings at FdL. Most travel is within New England but may include national travel.
14. Must be able to pass all applicable background checks.
15. Must submit proof of full Covid-19 vaccinations.

### **Core Competencies**

1. Commitment to Camp. Belief in the philosophy, mission, and traditions of FdL de Lis; recognition of the importance of the quality of the program as well as safety and fun to the success of camp. Ability to enter into play with energy and enthusiasm and to be a recognized and respected “face” of FdL within all communities.
2. Interpersonal Skills. Professional image and ability to build relationships with volunteers, staff, parents of campers, and alumnae of multiple generations.
3. Detail Orientation. Ability to determine the steps and timeline needed to implement projects and train staff and volunteers, anticipating questions and needs so they feel confident in their role and responsibilities.
4. Initiative and Goal Orientation. Appreciation for the flexibility to work from home in the off season with weekly/bi-weekly meetings at FdL and ability to achieve personal and strategic goals with independence.
5. Communication skills. Excellent written and verbal communication skills
6. Technology Experience. Solid experience and aptitude for learning a variety of software.
7. Team Player. The ability to take direction as well as inspire commitment and collaboration to create energy and a positive attitude with the camp community. Knowledge and willingness to step into any camp function as need arises.
8. Flexibility. Open to the ideas and thoughts of others; willing to change or refocus a course of action when warranted.
9. Professional Development. Initiative to participate in professional development and involvement in industry organizations.

### **Benefits**

Competitive salary range. Benefits include health and dental insurance stipend; onsite private summer housing; vacation, sick leave and personal days and tuition discount for dependents.

### **To Apply, please submit:**

- Letter of Intent
- Resume
- Three References that speak to your skills and experience (Please note: we will not contact references unless you are a finalist for the position)

**Email application to:** Marijean “MJ” Parry, Executive Director [mj@fleurdeliscamp.org](mailto:mj@fleurdeliscamp.org)