

**STAFF JOB PROFILE**

<b>JOB TITLE:     Media Specialist</b>
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**JOB SUMMARY:**

- The Media Specialist's primary duty is to attend to any marketing needs that may be required by the base.
- The Media Specialist will work closely with the Associate Director of Program and General Manager.
- In addition, the Media Specialist will:
  - Produce videos to help promote and support Northern Tier's summer programs and recruitment efforts.
  - Create content for Northern Tier's social media and website.
  - Serve as a Scouting role model.

**PRINCIPAL RESPONSIBILITIES:**

1. Maintain a work schedule and complete assignments by the deadlines set by management.
2. Produce videos to promote Northern Tier's summer programs and recruitment efforts.
3. Gather and create content for Northern Tier's social media presence to be used throughout the year.
4. Be an active member in organizing the staff photo contest.
5. Maintain Northern Tier's media equipment and issue cameras to Trail Staff to gather media while on water.
6. Organize and maintain the media library on the base server.
7. Provide and maintain cheerful, helpful, and efficient service to all Northern Tier guests. Ensure that all participants have a safe and enjoyable experience. When possible, solve needs and concerns; when not possible, direct responses toward a staff member who can assist.
8. Know and carry out the policies and procedures of Northern Tier and the Boy Scouts of America as outlined in the Staff Handbook and training, including Youth Protection, Safe Swim Defense, and Safety Afloat.
9. Respond in an appropriate manner should an emergency arise. Know and use proper two-way radio procedures and keeps radio transmissions to a minimum.
10. Complete all other duties as assigned.

**QUALIFICATIONS:**

1. Be familiar with Facebook, Twitter & Instagram.
2. Learn Photoshop, Illustrator, and InDesign to produce or review projects.
3. Be comfortable conducting interview with staff and participants.
4. Minimum of 18 years of age by time of employment.
5. Current certification in Wilderness First Aid and CPR.
6. Successfully complete Base camp training.
7. Ability to understand direction and work with minimum supervision.
8. Have current Passport and be able to obtain a Canadian work permit (US citizens working in Canada only).
9. Be (or become) a member of the Boy Scouts of America, Scouts Canada, or International Camp Staff member.
10. Meet Northern Tier physical requirements for staff and submit a completed Boy Scouts of America Health and Medical Record upon arrival before beginning employment.

**POSITION REPORTS TO: General Manager**


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 Signature

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 Print name

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 Date