



# MARKETING AND COMMUNICATIONS COORDINATOR

BLOOMFIELD HILLS, MI | FULL-TIME | HYBRID

A leader in Jewish camping since 1902, Tamarack Camps programs offer a transformative escape from life's everyday pressures. Here, we transport campers into a world of adventure and discovery, where we provide opportunities to stretch, grow and build resilience, and help campers embark upon enriching journeys that provide ongoing value to their lives — whether at Camp Maas, the Tamarack Adventure and Retreat Center (TARC) or the Farber Farm in northern Oakland County, at Camp Kennedy in Michigan's Upper Peninsula, at Charles N. Agree Outpost Camp in Wawa, Ontario, or on travel experiences to the western U.S., Alaska or Israel.

Following a recent brand refresh and launch of our new website, we're seeking a creative, detail-oriented, and motivated marketing and communications coordinator to join our team. This is an exciting opportunity to play a key role in shaping and sharing the Tamarack story — engaging current and prospective families, alumni, donors and the broader community.

## Position Overview:

Reporting to the senior manager of marketing and communications, this full-time role will support Tamarack's advancement, recruitment and agency-wide communication efforts. The ideal candidate will bring a blend of strategic thinking and hands-on execution skills to develop compelling content, manage digital channels and help amplify our impact.

## Key Responsibilities

- **Content Development:** Create engaging written and visual content for social media, newsletters, email campaigns, website updates and press materials.
- **Social Media Strategy and Management:** Oversee daily management of platforms including scheduling, audience engagement and analytics tracking to optimize outreach.
- **Event Marketing:** Collaborate on the promotion of key events, such as camp registration periods, fundraising initiatives, and community programs.
- **Graphic Design and Multimedia:** Produce marketing materials — from digital graphics to video content — that capture and communicate the Tamarack experience (working knowledge of Canva, Adobe Creative Suite, or similar tools preferred).
- **Storytelling and Public Relations:** Write compelling stories, blog posts and press releases that highlight camper life, staff achievements and organizational milestones.

- **Market Research and Analytics:** Monitor trends in nonprofit marketing and summer recreation, analyze campaign performance, and recommend data-driven improvements.
- **Cross-Department Collaboration:** Work closely with programs, advancement, alumni relations and leadership teams to ensure consistent brand messaging and maximize engagement.

## Qualifications

- 2–5 years of professional experience in marketing, communications or related fields — preferably in nonprofit, recreation or education sectors.
- Exceptional writing, editing and verbal communication skills and knowledge of AP Style.
- Strong organizational abilities with experience managing multiple projects and deadlines.
- Proficiency with social media platforms (Instagram, Facebook, TikTok) and digital marketing tools.
- Experience with graphic design and video editing software (e.g., Canva, Adobe Creative Suite, Final Cut Pro) is highly desirable.
- Passion for community-building and alignment with Tamarack Camps' mission and values.
- Self-starter attitude with a collaborative spirit and attention to detail.

## What We Offer

- Meaningful work that supports life-changing experiences for youth and families.
- Opportunity to help shape the voice and presence of a historic and respected organization.
- Collaborative, supportive team environment.
- Professional development and growth opportunities.
- Competitive salary and benefits.

## How to Apply

Please send your resume, a cover letter highlighting your relevant experience, and any portfolio samples or work examples to Amy Skimin Stanfield, senior manager of marketing and communications, at **[askimin@tamarackcamps.com](mailto:askimin@tamarackcamps.com)**.

Applications will be reviewed on a rolling basis.