

**LEAD MEDIA SPECIALIST
POSITION DESCRIPTION****POSITION CONCEPT**

The Lead Media Specialist is responsible for cheerfully and willingly serving as a member Marketing & Photography Service team, whose objective is to serve the staff, campers and advisors who come to Philmont. You will work closely with department leaders throughout Philmont to produce professional print materials, web campaigns and Social Media posts. You are directly responsible to the Marketing & Photography Service Manager.

PHILMONT REQUIREMENTS

- Provide and maintain a cheerful, helpful, and efficient service to all Philmont guests. Insure that all participants have an enjoyable experience. When possible, solve their needs and concerns, when not possible, steer them to someone who can.
- Carry out the prescribed policies and procedures of the Philmont Scout Ranch as outlined in the Staff Guidebook and during staff training.
- Present oneself to every participant and guest clean, sharp appearing and correctly uniformed as described in the Staff Guidebook.
- Become familiar with all materials supplied prior to the camping season.
- Become familiar with all pertinent Philmont policies and procedures.
- Must be 18 years of age by time of employment.

SPECIFIC JOB REQUIREMENTS

- Maintain work schedule and assignment deadlines for Marketing department.
- Give leadership to the graphic designers by regularly reviewing project status and providing feedback as needed.
- Complete mid-season and final evaluation for Graphic Designers.
- Utilize strong writing skills to draft and schedule 350+ flawless social media posts.
- Coordinate department contributors from across the ranch to obtain specialized social media posts.
- Be familiar with Facebook, Twitter & Instagram.
- Use Philmont archive and photography staff to obtain marketing photos for all social media posts and projects.
- Understand HTML and CSS to make website updates.
- Learn to use Photoshop, Illustrator and InDesign to produce or review projects.
- Use the internet to continually improve technical understanding of all job duties.
- Attend weekly management meetings.
- Be ready to work on other duties as assigned.
- Be able to lift 70 lbs.

