



Position Title: Director of Summer Programs
Position Status: Full-time
FSLA Classification: Exempt
Reports To: Director of Auxiliary Programs

Position Purpose

Reporting to the Director of Auxiliary and Special Programs, the Summer Programs Director is responsible for the planning, management, operations, market development, program design, promotion, budgeting, monitoring, and evaluation of all SCH Academy summer programs. The Summer Programs director builds memorable and meaningful camp experiences that differentiate the School in the youth summer programs market, leverage school assets, support the SCH mission and enhance non-tuition summer revenue programs especially designed for children and families. Additionally the Summer Programs Director provides support with the year round rental of school facilities and participates in Auxiliary Department programs, activities, and projects

Essential Functions

Program Management

- Responsible for the planning, implementation and supervision of all activities related to summer programming.
- Oversees the execution of summer day camps, sports camps, academic programs and specialty camp offerings, ensuring alignment with Auxiliary Programs' goals and SCH Academy's mission.
- Develops internal controls to ensure the safety of all campers in SCH summer programs, maintaining compliance and minimizing risk and liability.
- Maintains excellence in programming and a high standard of care for the children and customer service for their families
- Evaluates programs on an ongoing basis for quality, areas of growth and customer satisfaction

Management of Personnel

- Recruits, interviews, hires, and retains seasonal staff to ensure that summer camps and programs are properly staffed.
- Supervises part-time/seasonal administrative and instructional staff, providing performance feedback and management.
- In conjunction with the Human Resources Office, processes employee forms, ensuring proper documentation for all employees is up to date and secured.
- Tracks and submits timesheets to HR for non-exempt staff and information for stipended instructors.
- Oversees contacts and hiring of outside organizations.

Enrollment Management

- Manages annual enrollment process, including updating enrollment forms and tuition rates, in collaboration with the Director of Auxiliary and Special Programs and CFO.
- Oversees all camper recruiting efforts to grow enrollment across programs including recruitment of new and established campers, managing leads, giving tours, hosting open houses and meeting with families.
- Designs and implements retention programs to increase camper retention.
- Works with online enrollment platform services to ensure that enrolled practices are best serving the school and customers
- Serves as primary point-of-contact for interested families, providing assistance with summer programs inquiries.
- Maintains attendance records and camper notes for all summer programs.

Marketing

- Develops and shapes the SCH summer programs brand and increases community awareness of SCH's summer programs through marketing, promotions and events in the local communities.
- Manages all public relations and marketing initiatives including open houses, mailers, brochures, camp fairs, and ad placement to promote and communicate the programs to prospective and enrolled participants.
- Partners with the Communications Department in the development of all materials and communication for summer programs, to include website content, direct mail, advertising and management of digital marketing and social media.
- Attends community events, camp fairs, career fairs and explores other ways to market summer offerings and opportunities.

Financial Management

- Oversees financial performance of all summer programs, ensuring their financial viability
- Assesses current programs and identifies areas of growth potential to expand current programs and develop new programs.
- Oversees all billing, invoicing, and collections activities.
- Monitors all program revenues and expenses to ensure meeting budget targets and well-being of programs
- Prepares annual summer programs budget and monthly summary reports.
- Partners with the Business Office to ensure appropriate reporting and allocation of summer revenue and expenses

Other Duties

- Orders supplies, annually and on an ongoing basis, and maintain the inventory of all program materials
- Manages daily snack and lunch program.
- Reserves and coordinates facilities for all programs.
- Maintains membership to industry groups and attend conferences
- Stays current with best practices, research, legislation, and trends in camp industry
- Other duties as assigned by the Director of Auxiliary Programs

Qualifications

- Bachelor's Degree and 3-5 years of progressively responsible experience managing summer programs or equivalent
- Experience creating and developing youth programs for children of all ages
- Strong cultural competency with a commitment to creating and supporting diverse, equitable, and inclusive communities
- Demonstrated experience in working with, supervising and leading and motivating senior and general staff
- Demonstrated sensitivity, knowledge, and understanding of the diverse backgrounds of community members with a continuous focus on healthy relationship building.
- Demonstrated deep understanding of cultural competency skills and enthusiasm for issues of diversity, inclusivity, and multiculturalism.
- Fluent in leveraging technology to manage summer operations, as well as Google Suite, databases, and HR/payroll systems.
- Experience with enrollment management, marketing, website development, and digital media
- A high level of integrity and an extraordinary work ethic
- Excellent oral and written communication skills
- Strong organizational, administrative, and management skills, including ability to prioritize, communicate, and delegate
- Strong financial acumen with demonstrated ability to develop and manage a budget.
- Well-developed collaborative work style; ability to interact with employees at all levels of the community
- An independent and strategic thinker capable of understanding the full scope of projects while satisfying individual tasks
- A positive outlook, and a sense of humor

Physical Requirements and Work Environment:

- Lifting and carrying objects up to 30 lbs.
- Regularly use close and distance vision.
- Regular standing and/or walking, along with the need to bend, climb, reach and kneel and sit on the floor/ground/grass
- A moderate noise level in the work environment.
- Weekend and evening hours are required on occasion.

Schedule:

- Regular full-time position (12 months)
- Flexible schedule (on campus while programs are in session)
- Hours vary seasonally from 7:00 am – 6:30 pm, Monday-Friday

Application Procedures

Interested candidates, please **email** a cover letter, resume, and contact information for three professional references to careers@sch.org

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