

# LAKEVIEW MINISTRIES

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## **RETREATS PROGRAM DIRECTOR** **JOB DESCRIPTION**

### **Overview:**

The Retreats Program Director reports directly to the Senior Program Director and is responsible for:

- **Retreat Groups Ministry:** Oversee all aspects of our retreat groups ministry, including reservations, scheduling, communication, hosting, evaluation, and improvement.
- **Communications & Marketing:** Lead and implement marketing and communication efforts – including digital content, publications, and promotion– to promote retreats and camp programs.
- **Summer Programs Support:** Manage summer camp registration and administrative systems while supporting the summer program in an auxiliary role.
- **Program Team Leadership:** As a member of the Program Team, serve and support as needed and assigned for the overall benefit of the ministry of Lakeview.

### **Salary/Benefits:**

This is a salaried position with an excellent benefit package providing a cafeteria health plan, retirement, and paid vacation.

### **Required Qualifications**

- Possess at least a bachelor's degree from a post-secondary institution OR have at least four years of job-related experience.
- Dedicated Christian who is willing to share their faith in Christ with others.
- As a representative of Lakeview Ministries, demonstrate a lifestyle and teach Christian doctrine in accordance with the beliefs of the Lutheran Church-Missouri Synod.
- Demonstrate the following skills and abilities:
  - Strong group leadership and facilitation skills
  - Strong organizational skills and attention to detail
  - Excellent writing and communication skills

### **Desired Qualifications**

- Member in good standing of the Lutheran Church-Missouri Synod.
- Previous experience as a member of a summer camp or retreat center staff.
- Experience planning and leading activities and devotions with groups.
- Experience and proficiency in Microsoft Word and Excel.
- Basic experience in design editing and video editing programs (Canva, Adobe Premiere, etc.)
- Ability to lead singing and play guitar (or be willing to learn)
- Training and certifications in lifesaving, CPR, and/or First Aid.
- Facilitation experience of high-ropes elements and group building.

### **Expectations**

- Possess an attitude and actions which continually reflect that Christ lives within you and that you view your position as an opportunity to be in His service.
- Represent camp and Christ well when you are in public.
- Be a servant leader with a willingness to “go beyond” the expectations of your specific role to support the whole mission of Lakeview Ministries.
- Be a trustworthy steward of camp's facilities, grounds, supplies, equipment, and finances.

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- Embrace a team mindset where everyone pitches in to get the job done.
- Strive to continue growing professionally, including participating in professional training opportunities as required and/or approved by your supervisor.
- Understand, interpret, and maintain the camp's standards and policies.
- **As a team member, assist other staff in any task that will enhance the outdoor ministry of Lakeview Ministries.**

## **Retreat Group Responsibilities**

- Handle all administrative aspects of Retreat Group reservations including taking inquiries, answering questions, managing facility waitlists, creating contracts, and sending invoices.
- Work with Retreat Groups to develop schedules and clarify needs in advance of their retreat.
- Send scheduled pre-retreat reminder emails to Retreat Groups.
- Follow up with Retreat Groups upon completion of their stay to gather feedback and improve the Retreat Group experience.
- Develop and implement new Retreat Group opportunities.
- With the Senior Program Director, coordinate multiple program and facility schedules to allow the year-round staff to function smoothly.

## **Communication Responsibilities**

- When in office, provide the initial handling of phone calls related to retreats and programs (including camp programs and summer programs).
- Respond to emails related to retreats and programs (including camp programs and summer camp programs).
- Assist in the regular updates of Lakeview Ministries' website.
- Post on camp's social media accounts (as part of the communications team).
- Work with the Senior Program Director to develop a comprehensive communications and marketing plan to further Lakeview's reach and impact. This includes:
  - Developing and implementing marketing campaigns for retreat groups and camp programs.
  - Creating the monthly e-newsletter and quarterly newsletter.
  - Developing online ad campaigns for specific programs and events.
  - Coordinating and following through on the developed plan in order to see its successful implementation.

## **Program Team Responsibilities**

- Help drive policies and training to maintain high standards in the area of retreat groups and camp programs.
- Conduct training on an annual basis with the Program Team in the area of Retreat Group hosting.
- As assigned, host midweek and weekend retreat groups during the school year.
- As assigned, set up (before) and clean up (after) guest groups or programs.
- Help recruit and schedule summer staff to fill needs of school-year camp programs and retreat groups.
- With the Senior Program Director, develop schedules for all staff assigned to work camp programs and retreat groups.
- With the Senior Program Director, coordinate the planning and preparations for Lakeview Ministries' Camp Programs. This includes Amplify Senior High Retreat, Family Camps, Women's Retreat, Men's Gathering, Work Weekend, and any other future programs.

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- Run specific programs as assigned.
- Evaluate, improve, and expand existing camp programs and develop and implement new camp programs.

## **Summer Program Responsibilities**

- Serve as the primary registrar for Summer Camp by receiving and processing registrations, entering information on the camper database, and sending informational materials to campers.
- Follow up with summer campers when still in need of payment.
- Manage the Wait List for summer camp programs.
- Assist the Director of Operations in managing the Campership program for camp programs and retreats.
- Assist the Senior Program Director in the leading of Weekend Family Programs and evening supervision of Summer Camp Programs.
- As part of the program team, serve as a leader, mentor, coach, and supporter to Lakeview's summer staff team.
- As part of the program team, assist wherever needed with the summer camp program in an auxiliary capacity.