

**THE KEEWAYDIN FOUNDATION**  
**JOB DESCRIPTION**  
**SONGADEEWIN OF KEEWAYDIN DIRECTOR**

**General Description:** The Songadeewin Director will report to the Executive Director of the Keewaydin Foundation and will assume overall responsibility for the Songadeewin operations which includes a summer camp for girls with a capacity of approximately 190 campers and a staff of approximately 75. The Director also serves as part of the Foundation's Executive Team and assists with external relations. The position requires full-time residence on the Songadeewin campus for at least three months (June, July, August) and local residence in the Middlebury and/or surrounding area year-round. Travel for recruiting, alumni relations, and other Foundation-related needs is required.

**SPECIFIC RESPONSIBILITIES**

**1. Maintain Camp Enrollment**

- In consultation with the Executive Director, establish and meet or exceed annual enrollment goals
- Develop and implement a camper recruitment plan that includes:
  - An efficient system for promptly following up on enrollment-related inquiries
  - The establishment of a year-round marketing and communication schedule to:
    - a. Maximize new camper recruiting efforts among all camp constituencies (campers, parents, alumni, staff)
    - b. Keep current campers and parents engaged
    - c. Encourage continued attendance from parents and families of past campers
    - d. Provide for the timely, concise, and informative instructions to parents of current campers, including an annual update of the Parent Manual
    - e. Evaluate current marketing and communication efficacy
- Organize and attend recruitment gatherings in key locations around the U.S.

**2. Manage all Camp-Related Personnel Functions**

- Recruit, vet, hire, and supervise qualified staff to fulfill a variety of key camp functions including:
  - The Songadeewin Leadership Team
  - Tent and Cabin staff, Trip leaders, and activity staff
  - The summer office and health center staff
- Annually review (and update as needed), in coordination with Keewaydin Dunmore director, the Parent, Staff and Policies and Procedures manuals to ensure compliancy with applicable laws and regulations
- Train, provide support, and ensure the highest of health and safety standards for campers and staff
- Maintain a positive team atmosphere that includes campers, families, all camp-based staff, administrative staff, and alumni
- Act as arbiter of major issues at the camper, staff, and family levels
- Schedule, supervise, and evaluate program staff, providing support and disciplinary measures when necessary

**3. Oversee Camp Program**

- In consultation with the Executive Director, establish annual programmatic goals that allow for an ever-increasing efficiency and effectiveness of the camp program
- Create all summer schedules – including for the opening and closing of camp facilities, arrival and departure of campers, mid and end-season activities, trip itineraries, transportation for trip program and airport runs, and on-campus camp activities
- Review and implement safety, risk management, and emergency procedures for campers and staff
- Prepare the documents and procedures for maintaining accreditation with the American Camp Association

- Assess the camp program for any needed changes to ensure optimum functioning, while stewarding meaningful traditions and practices that are unique to the camp
  - Ensure that food-related operations are managed appropriately by the Food Service provider
- 4. Oversight of Physical Plant**
- In consultation with the Keewaydin Vermont Director of Facilities, develop an annual maintenance plan for camp facilities
  - Develop and update a multi-year maintenance plan for Songadeewin campus, including KEEC operations, with the Foundation Executive Director
- 5. Budget and Financial Management**
- Monitor revenue and expenditures to ensure all operations are within budget
  - Oversee and develop capital projects as needed for Songadeewin in consultation with the Executive Director
- 6. External Relations with Campers, Parents, Alumni, and Other Supporters**
- Write articles and oversee production of the Songadeewin newsletter “From the Heart” twice during offseason
  - Oversee content of and provide photos for Songadeewin-related website in coordination with the Associate Director of Development
  - Engage with campers, parents, and other Songadeewin supporters through social media
  - Assist development and communications staff with themes and articles for the yearly Keewaydin Foundation publication *Northwest Wind*
  - Work closely with the Director of Development to identify, cultivate, and steward existing and prospective donors
- 7. Other Responsibilities**
- Design and implement archiving procedures for the camp yearbooks, recognition plaques, photos and video footage of season, and interviews with alumni
  - Attend Camp Consortium meetings, and annually participate in two professional trainings (related to child development, staff training, camp industry issues and trends, etc.)
  - Link Songadeewin and Keewaydin Foundation with other camps through connections with the Vermont Camp Association and the New England section of the American Camp Association

## QUALIFICATIONS

The person assuming this position must have:

- An intense desire to educate children and youth, to help them grow and develop in positive ways, and to provide an environment where they can feel safe while enhancing their self-esteem
- Experience working closely with children and youth at the age level of Songadeewin campers. If the candidate has experience that is largely academic, there must be demonstrated understanding, aptitude, and success in outdoor programs comparable to Songadeewin.
- A professional, collaborative, team-oriented leadership style characterized by empathy, flexibility, and patience, as well as consensus-building skills and decisiveness; models strong leadership and cultivates leadership in others
- The ability to build trusting relationships with children and adults
- Cultural competency and racial literacy, and a demonstrated commitment to diversity, equity, and inclusion
- An active concern for and understanding of environmental stewardship
- Excellent writing, editing, and oral communication skills, and the ability to engage effectively with a wide range of constituencies
- Bachelor’s degree minimum

In addition to the above requirements, the following qualifications are highly desirable:

- Knowledge of modern educational philosophy and techniques
- Five years of demonstrated relevant post-college responsibility
- Familiarity with the special body of knowledge of camping
- Experience with canoe tripping and/or backpacking programs, including risk management
- Demonstrated aptitude for program development and implementation
- Prior administrative experience

The following qualifications are a plus:

- Prior experience with Songadeewin
- Competence in MS Word and Excel, and experience with database and computer hardware and software functions
- Experience in, or an obvious aptitude for, promotion, marketing, sales, communications, fundraising

## **NECESSARY SKILLS**

### ***Personality Traits***

Self-confident  
Self-aware and reflective  
Positive outlook  
Enthusiastic  
Humble  
Strong work ethic  
High energy level  
Warm and caring  
Good sense of humor  
Enjoys connecting with other people  
Sense of curiosity and love of learning

### ***People Skills***

Excellent interpersonal skills  
Good listener  
Effective motivator  
Excellent communicator, in speaking and writing

### ***Management Skills***

Excellent organizational and time-management skills  
Adept at delegating and collaborating  
Adept at giving feedback—positive reinforcement, constructive criticism, effective annual reviews  
Strong planning skills  
Effective multitasker  
Good decision-maker  
Effective at planning meeting agendas and facilitating meetings  
Calm and clear-minded in crisis situations  
Ability to focus effectively on long-term viability of Songadeewin and The Keewaydin Foundation

### ***Initiative***

Quick learner  
Self-starter

Please send a resume and cover letter to Executive Director Peter Hare at [pete@keewaydin.org](mailto:pete@keewaydin.org).