SOCIAL MEDIA & DIGITAL MARKETING MANAGER

CAMP OZARK

Camp Ozark and Camp OTX are looking for a full-time Social Media & Digital Marketing Manager. This position can be based in Houston, TX, or another location, with periodic travel to Camp properties during the off-season and may require possible relocation in the summer months.

Torn Family Camps operates Camp Ozark and Camp OTX, two premier summer camps committed to creating meaningful, life-changing experiences for youth and families. Through strategic storytelling, creative content, and digital marketing, Torn Family Camps seeks to engage campers, parents, alumni, and staff throughout the year.

Ideal Candidate Profile

- ☐ Passionate about serving in an organization which seeks to bring positive changes to the lives of youth.
- ☐ A strategic, proactive self-starter who can develop and execute social media and digital marketing strategies that help accomplish Camp Ozark and Camp OTX's overall marketing goals.
- ☐ Has a strong understanding of social media strategy and the ability to build thoughtful, platform-specific content calendars based on organizational priorities, audience insights, trends, and performance data.
- ☐ Has demonstrated experience managing paid social advertising, particularly through Meta Ads Manager, and is capable of owning the strategy, execution, optimization, and reporting of Meta advertising campaigns in-house.
- ☐ Deeply engaged with the social media landscape and able to identify emerging trends, platform features, content formats, creators, and opportunities that can strategically benefit Camp Ozark and Camp OTX.
- ☐ Analytical and data-driven, with the ability to interpret social and digital advertising metrics and turn those insights into actionable strategies.
- ☐ Diligent and detailed in their work. Holds themselves to a high standard of excellence.

Year-Round Responsibilities

- ☐ Develop and maintain a strategic social media calendar for Camp Ozark and Camp OTX that aligns with marketing goals, seasonal priorities, audience needs, and organizational initiatives.
- ☐ Develop platform-specific strategies for Camp Ozark and Camp OTX across Instagram, Facebook, X, LinkedIn, YouTube, Google Ads, and other relevant platforms.
- ☐ Work closely with the creative and marketing teams to develop engaging text, image, and video content for social media.
- ☐ Develop and execute social media campaigns that align with current marketing goals and contribute to measurable organizational outcomes.
- ☐ Own Meta advertising strategy and execution across Facebook and Instagram, bringing paid social management in-house.
- ☐ Plan, build, launch, monitor, and optimize Meta advertising campaigns, including audience targeting, retargeting, creative testing, budget allocation, and campaign structure.
- ☐ Partner with the creative and content teams to develop effective advertising creative, messaging, hooks, and calls-to-action.
- ☐ Monitor social media and digital advertising metrics, analyze campaign performance, and provide actionable reports and recommendations.
- ☐ Track key performance indicators such as reach, engagement, click-through rates, cost per click, cost per thousand impressions, conversions, and return on ad spend.
- ☐ Use analytics and performance data to identify what content and campaigns are working, why they are working, and how successful strategies can be improved or scaled.
- ☐ Keep up-to-date with social media trends, tools, platforms, algorithms, advertising capabilities, and emerging content formats to stay ahead in the digital landscape.
- ☐ Proactively identify opportunities to leverage relevant trends and cultural moments while maintaining the Camp Ozark brand and voice.

PLEASE EMAIL ABBIE@CAMPOZARK.COM IF YOU ARE INTERESTED IN THIS ROLE!
WE ARE LOOKING FORWARD TO HEARING FROM YOU!

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Year-Round Responsibilities (Cont.)

- ☐ Coordinate with marketing and creative teams to ensure brand consistency across organic social media and paid digital advertising.
- ☐ Continuously test and refine social and digital marketing strategies based on audience behavior, platform changes, and campaign performance.
- ☐ Travel to Camp Ozark and Camp OTX periodically throughout the year as needed to collaborate with camp leadership, creative teams, and content creators.

Summer Responsibilities

During the summer months, Camp Ozark and Camp OTX hire content creators and social media interns to capture and share the camp experience in real time. The Social Media & Digital Marketing Manager will provide strategic direction, leadership, and oversight for these teams while maintaining responsibility for the overall social media strategy.

- ☐ Work alongside the Camp Ozark and Camp OTX content creators and social media interns to establish a clear social media strategy and content plan for the summer.
- ☐ Create and manage the daily and weekly social media posting schedule for both camps.
- ☐ Meet regularly with social media interns and content creators to review upcoming content, priorities, trends, and performance.
- ☐ Provide strategic direction and feedback to interns and content creators to ensure content supports the broader marketing strategy.
- ☐ Teach and coach social media interns on analytics, performance measurement, audience insights, and how to use data to improve content.
- ☐ Review social media performance throughout the summer and adjust content strategy and scheduling based on what the data shows.
- ☐ Manage the post approval process, ensuring content is on-brand, accurate, timely, and aligned with the overall social media strategy before publishing.
- ☐ Review and approve social media posts, stories, reels, and other content produced by the summer teams.
- ☐ Help interns understand why certain content works and how trends, creative decisions, timing, and audience behavior impact performance.
- ☐ Identify emerging trends and communicate opportunities to the summer content teams so they can be incorporated quickly and appropriately.
- ☐ Delegate responsibilities and provide clear direction to social media interns and content creators.
- ☐ Supervise intern activities, provide feedback, and ensure assigned responsibilities are completed on time.
- ☐ Conduct regular check-ins and performance evaluations with interns to foster growth and accountability.
- ☐ Help ensure summer content and advertising assets are properly organized and available for future marketing initiatives.

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