



RIDGEWOOD YMCA

YMCA of Ridgewood, NJ Summer Camp Content Creator Job Description

JOB TITLE: Summer Camp Content Creator

STATUS: Non-Exempt (Hourly)

REPORTS TO: Summer Camp Director and Coordinators

HOUSING + MEALS: housing is provided; most meals are included

POSITION SUMMARY:

The YMCA is a leading nonprofit organization dedicated to strengthening the community through youth development, healthy living, and social responsibility. The Ridgewood YMCA creates a safe and welcoming environment that respects all individuals. The Content Creator plays a key role in capturing and sharing the story of YMCA Camp Bernie. This position involves collecting, editing, and posting social media content for the camp's summer programs. The Content Creator will photograph and film daily activities, produce engaging photo and video content, and assist the Marketing Department in maintaining the camp's social media presence. Additionally, this role includes supporting the Program Director and Summer Camp Coordinators in communicating with camper families and enhancing the overall camp experience through digital storytelling.

OUR CULTURE:

Our mission and core values come to life through our culture. Guided by our four pillars—caring, honesty, respect, and responsibility—we live our cause of strengthening communities with purpose and intentionality every day. As a nonprofit charitable organization, we have been committed to serving youth, adults, and families across Northern New Jersey and the Camp Bernie area since 1902, as part of the worldwide YMCA movement. Through programs focused on youth development, healthy living, and social responsibility, we create meaningful connections that build spirit, mind, and body for all. Our team is dependable, hardworking, and always ready to roll up our sleeves to get the job done. We believe in the power of diversity, collaboration, and showing up for one another—because together, we are stronger.

JOB FUNCTION:

- **Photography and videography:** Capture, edit, and organize high-quality photos and video footage that highlight the summer camp experience. Ensuring media is engaging, dynamic, and representative of YMCA Camp Bernie's programs and culture
- **Digital Storytelling & Marketing Support:** Work with the **Program Director and Summer Camp Coordinators** to craft compelling visual content that showcases camp life, special events, and camper experiences. Assist in creating marketing materials for **camper recruitment and promotional efforts**.
- **Photo Distribution & Session Recaps:**
 - Upload and manage daily **photo albums on camp platforms** to provide families with real-time glimpses into camp life.
 - Produce **weekly recap videos and slideshows** for each session.
 - Take and print **cabin group photos** for all campers.
 - Organize and upload media content to the **shared camp marketing drive** for archival and promotional use.
- **Coordination & Scheduling:** Communicate with camp leadership and Marketing Department to develop a **daily photography and video schedule** that highlights key activities, camper engagement, and special moments.
- **Support of Camp Programs:** Assist with **office duties, camp logistics, and programming** as needed. Help with **weekly camp setup and breakdown**.
- Perform other assigned duties as necessary.



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QUALIFICATIONS

- **Educational Background:** High school diploma or equivalent required; coursework in media production, communications, or photography preferred.
- **Experience:** Previous experience in photography, videography, or social media content creation preferred. Experience in a camp or outdoor setting is a plus.
- **Photography & Editing Skills:** Proficiency in photography and basic editing.
- **Certifications:** CPR/AED/First Aid certification required (can be obtained through Camp Bernie). Must complete required state background checks and clearances.
- **Innovation & Creativity:** Ability to capture and tell compelling stories through visual media. Comfortable working in a fast-paced, outdoor environment.
- **Technical Proficiency:** Experience with social media platforms (Facebook, Instagram, YouTube) and cloud storage solutions. Basic knowledge of Microsoft Office preferred.
- **Physical Stamina:** Ability to work outdoors in all weather conditions, stand for extended periods, lift up to 50 lbs., and move across uneven terrain.
- **Residence:** on property preferred, commuters may need to work some weekend and evening hours.

SIGNATURE:

I have reviewed and understand this job description.

Employee's name

Employee's signature

Today's date: _____