



KAPLEN JCC on the Palisades

Kaplen JCC on the Palisades, Taub Campus, 411 E. Clinton Avenue, Tenafly, NJ 07670

www.jccotp.org

JOB TITLE: Camp Social Media Coordinator

SUPERVISOR: Director of Camp & Youth Engagement

STATUS: Seasonal

If you are interested in being part of a warm and welcoming professional team focused on ensuring a place of belonging and delivering excellent opportunities to its members and the community, come join our team. The Kaplen JCC on the Palisades (Kaplen JCC) is seeking a professional who is passionate about storytelling and capturing the joy, energy, and community of summer camp. This individual enjoys connecting families to the camp experience by sharing meaningful moments, celebrating camper achievements, and helping parents feel part of their child's day through thoughtful and engaging communication.

KAPLEN JCC ON THE PALISADES

The Kaplen JCC is a welcoming home away from home for all who pass through its doors in Tenafly, NJ and for the wider community. We are a leading nonprofit, charitable organization deeply rooted in Jewish values and tradition, and are a vibrant and welcoming home for the Jewish People. We are a place that welcomes all, cultivating the social, intellectual, physical, and spiritual well-being of the entire community. We are a strength-based organization and pride ourselves on our inclusive and welcoming workplace that celebrates the diversity of our employees. We stress a supportive environment in which people are treated with appreciation and respect and positioned to do their best work every day. Our vision is to be the center point of Jewish life in our community and to engage all generations in our mission and values. We serve 3,000+ membership units and over 750,000 people each year in our 200,000 square foot building and acres of outdoor grounds and facilities.

POSITION OVERVIEW

The Social Media Coordinator for Neil Klatskin Summer Camps is responsible for capturing and sharing the daily camp experience through engaging digital content and timely communication with families. This role manages the camp's social media presence, supports communication through the camp app, and collaborates with the marketing department to produce weekly newsletters and promotional materials.

The ideal candidate is highly organized, creative, and comfortable working in a fast-paced camp environment. They should have a strong understanding of social media platforms, particularly Instagram and Facebook, and be able to create engaging content that highlights camp activities, community, and special events.

RESPONSIBILITIES AND OPPORTUNITIES

- Manage the camp's daily social media presence, including posting photos, videos, and updates on platforms such as Instagram and Facebook.
- Capture high-quality photos and videos of campers, programs, and special events throughout the camp day.
- Develop and maintain a daily schedule for the camp photographer to ensure all units, programs, and events are documented.
- Coordinate with the Marketing Department to create and distribute the weekly camp newsletter highlighting activities, staff, upcoming events, and important updates.
- Use the Camp App to send reminders and announcements to families based on the camp calendar and daily schedule.
- Ensure all content aligns with the camp's branding, messaging, and communication guidelines.
- Organize and manage digital media files, ensuring photos and videos are properly labeled and stored.
- Support marketing initiatives by providing content that can be used for promotional materials and future recruitment efforts.
- Maintain professionalism and confidentiality when sharing camper-related content.

QUALIFICATIONS & SPECIALIZED SKILLS

- College student or adult with experience in social media management, communications, marketing, or a related field preferred.
- Extensive familiarity with Instagram, Facebook, and other social media platforms.
- Strong writing and communication skills with the ability to create engaging and family-friendly content.
- Experience with photography and videography
- Highly internet savvy, creative, and resourceful.
- Strong attention to detail and organizational skills.
- Ability to work independently, manage multiple tasks, and meet daily deadlines.
- Positive attitude and ability to collaborate with camp staff, leadership, and the marketing team.
- Comfortable working in an active outdoor camp environment and interacting with campers and staff.

SALARY RANGE

Salary Range \$3,500K-\$4,500K. Salary commensurate with experience.

BENEFITS

Complimentary JCC family membership from June 1-August 31, 2026
Employee discount on Neil Klatskin Summer Camps program

This job description is not intended to be all-inclusive, and the Camp Social Media Coordinator will also perform other reasonably related business duties as assigned by its supervisor or other management, as required. The Kaplen JCC reserves the right to revise or change job duties as needs arise. This job description does not constitute a written or implied contract of employment. The Kaplen JCC is proud to be an equal opportunity employer. In keeping with our Jewish values, we are dedicated to a policy of nondiscrimination in employment on the basis of race, religion, color, sex, sexual orientation, gender identity or expression, national origin, age, marital status, citizenship, veteran's status, physical or mental disability that does not prohibit the performance of essential job functions (with or without reasonable accommodation) or any other basis protected by federal, or applicable, state or local law. We welcome everyone interested in our mission to join us. If you require accommodation, please contact us and we will make every effort to meet your needs.

Don't meet every single requirement? Studies have shown that women and people of color are less likely to apply for jobs unless they meet every single qualification. At the Kaplen JCC, we are dedicated to building a diverse, inclusive, and authentic workplace, so if you're excited about these roles but your past experience doesn't align perfectly with every qualification noted above, we encourage you to apply. You may be just the right candidate for this or other positions.

To Apply: Please submit resumes to Melissa Peters at: mpeters@jccotp.org