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SHENANDOAH CHRISTIAN  
**music camp**

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## Public Relations Manager Job Description

March 2022

### Job Summary

SCMC seeks a Public Relations Manager (PRM) to be a key link between Music Camp and our constituents. This position is primarily about relationship and communication. Closely related is fundraising, which depends on growing and nurturing relationships.

It is probably not realistic to think that the job description given below can be fulfilled by a single person. Music Camp is a small organization, and our pattern is to hire for a position, but to tailor the responsibilities around the interests and giftings of that individual. If you find that you fit half of the description below, but have interest in talking further, please feel free to open a conversation with us. We want to be flexible and realistic with what we are asking.

### Key Responsibilities

We expect to provide on-the-job training for these tasks.

1. Recruit and nurture donor relationships
2. Develop and implement a vision and strategy for our social media presence
3. Develop and implement a marketing strategy for our services and products
4. Be responsible for the newsletter and website
5. Work closely with the admin team so all efforts are coordinated

In the future, the job could expand to include the following tasks.

6. Take ownership of branding and our public face to be sure they consistently reflect our identity
7. Think creatively on how we can expand our effectiveness with our vision and mission

## Qualifications and Skills

1. Culture-aware. SCMC serves the Anabaptist community. Understanding and respecting that community is key to building trust.
2. Self-motivated. The PRM will work closely with the Executive Director, but the work requires motivation to design and implement strategy.
3. Independent and organized. The PRM is largely responsible for creating his own workflows and schedule.
4. Discerning. The PRM will need discretion to interact and respond wisely in various situations in a way that nurtures trust.
5. Word-smart and courteous. This job entails lots of communication which needs to be clear, kind, and professional.
6. Computer-savvy. Much of the work is on the computer. You will need to be comfortable with learning a variety of new applications.
7. Passion. It will be important to personally own this organization's vision, mission, and core values, and to desire to serve the Anabaptist people in the development of music and worship.

## Summary

In brief, we need someone to build relationships with donors, find creative ways to market our products and services, and communicate our message winsomely to the public.

## Schedule and Hours

This position is not full time, and is estimated at 20-25 hours a week. The exact number of hours per week are negotiable, but the goal is to eventually create a full-time position. Hours are flexible. We ask that you be in the Central office for the majority of your SCMC hours.

## Let's Get Acquainted

Learn more about the organization by perusing [the website](#), and by reading [A History of SCMC](#) and our [Vision, Mission, and Values](#). If you would like to learn more about this position, please email Wendell Nisly ([administrator@musiccamp.info](mailto:administrator@musiccamp.info)).

