



## Position Description

**Title:** Recruitment & Sales Representative – Ontario Pioneer Camp

### Role Overview & Purpose:

The Recruitment and Sales Representative will advance the mission of Inter-Varsity Christian Fellowship of Canada (InterVarsity) by leading the external recruitment, outreach, and partnership development efforts of Ontario Pioneer Camp. This role exists to expand the camp's visibility, strengthen its presence in churches, schools, and communities, and significantly increase new camper enrollment and guest engagement.

With a strong outward focus, the Recruitment & Sales Representative will build and nurture strategic relationships, implement compelling recruitment initiatives, and represent Ontario Pioneer Camp with professionalism, warmth, and enthusiasm. This position plays a key role in inviting families, groups, and communities to experience the transformative ministry of camp.

### Relationships:

Reports to	General Director – Ontario Pioneer Camp
Internal Relationships	Director of Communications and Marketing Vice President Camps Marketing and Communications Team – Ontario Pioneer Camp OPC Year-round staff team National Resource Centre (NRC) Staff
External Relationships	Churches and Christian schools Community organizations and youth-serving agencies Parents, alumni, and prospective families Event organizers and conference hosts Vendors and marketing partners

### Key Responsibilities:

#### Personal Development

- ☐ Represents and champions the mission and values of InterVarsity and OPC in public-facing activities.
- ☐ Participates in national training, collaboration, and shared learning opportunities as required.
- ☐ Is familiar and compliant with InterVarsity organizational policies, standards, and procedures

## Leadership

- ❑ Visibly champions the camp vision within the context of InterVarsity's mission.
- ❑ Demonstrates initiative, professionalism, and a proactive approach to expanding Ontario Pioneer Camp's reach.
- ❑ Serves as a positive ambassador for camp, communicating the transformative impact of camp ministry.
- ❑ Builds strong relationships with internal and external partners to support growth.
- ❑ Engages key community stakeholders and mobilizes their energy, skills, and passion to advance camp ministry.

## External Recruitment and Partnership Development (Primary Function)

- ❑ Leads the development and execution of recruitment strategies that increase new camper enrollment.
- ❑ Builds and maintains strong relationships with churches, Christian schools, youth organizations, and community partners.
- ❑ Identifies and cultivates new partnership opportunities that expand Ontario Pioneer Camp's visibility and influence.
- ❑ Represents Ontario Pioneer Camp at events, conferences, churches, schools, and community gatherings with warmth, clarity, and enthusiasm.
- ❑ Generates leads, nurtures inquiries, and supports families and groups to increase enrolment.
- ❑ Serves as a primary point of contact for outreach initiatives, building trust and enthusiasm among prospective partners.
- ❑ Supports volunteer and summer staff recruitment

## Marketing and Communications

- ❑ Executes integrated marketing strategies across digital, print, and community channels to support recruitment goals.
- ❑ Crafts compelling stories, visuals, and promotional content that reflect the heart, mission, and values of Ontario Pioneer Camp.
- ❑ Ensures compliance with InterVarsity's communication policies, standards, and guidelines.
- ❑ Manages communication workflows, ensuring timely follow up, accuracy, and excellence.

- ❑ Monitors marketing performance metrics and adapts strategies to optimize engagement and conversion.

## General

- ❑ Contributes to a positive, collaborative, and mission-focused team culture.
- ❑ Supports camp-wide initiatives and events as needed.
- ❑ Performs other duties as assigned.
- ❑ Attends monthly on-site (Port Sydney, ON) staff meetings

## Key Outcomes

- ❑ Significant growth in new camper registrations, group bookings, and retreat participation.
- ❑ Strong and growing partnerships with churches, schools, and community organizations.
- ❑ Enhanced visibility and brand presence for Ontario Pioneer Camp.
- ❑ Clear, compelling, and mission-aligned communication that reflects the heart of Ontario Pioneer Camp.
- ❑ A growing network of families, alumni, and stakeholders who engage with and support camp.
- ❑ Strengthened awareness of Ontario Pioneer Camp's ministry impact within the broader community.

## Qualifications:

### Ministerial and Missional

- ❑ Personal relationship with Jesus Christ and a desire to grow as a follower of Jesus.
- ❑ Alignment with InterVarsity's Statement of Faith, Vision and Aims, and Community Covenant.
- ❑ A heart for youth ministry and a commitment to the transformative work of Christian camping.
- ❑ Sense of calling to Inter-Varsity Christian Fellowship of Canada.
- ❑ Signed agreement to the InterVarsity *Statement of Agreement (Statement of Faith, Vision and Aims, Community Covenant) Risk Management and Procedures Policy and Data Confidentiality Agreement*
- ❑ A teachable spirit

### Education/Experience, Skills and Abilities

- ❑ Proven experience in marketing, communications, or sales (camp or nonprofit experience an asset).
- ❑ Strong oral and written communication skills, with the ability to inspire and engage diverse audiences.
- ❑ Demonstrated ability to build relationships with churches, schools, and community organizations.
- ❑ Competence with digital tools, social media platforms, and database systems.
- ❑ Strong organizational skills, attention to detail, and follow through.
- ❑ Creative, proactive, and self-motivated, with the ability to work independently and collaboratively.
- ❑ Ability to represent Ontario Pioneer Camp with professionalism, warmth, and enthusiasm.
- ❑ Flexibility to work irregular hours, including evenings and weekends, as required for events and outreach.
- ❑ Must have reliable transportation (valid driver's license and vehicle)

**Salary Level: 5**