

The American Camp Association® (ACA) is a national nonprofit organization serving the more than 15,000 year-round and summer camps in the US that annually serve 26 million campers. ACA is committed to collaborating with those who believe in quality camp and outdoor experiences for children, youth, and adults and to expanding the reach, the relevance, and equitable access to camp experiences for all.

We are looking for a **summer Marketing and Communications Intern**. This internship will last between 8-10 weeks and allow for 10-18 hours per week. We will be flexible with the student's school schedule and other requirements as needed. This is a hybrid opportunity with mostly remote work and a few scheduled in-person meetings with the field supervisor.

### Must have qualifications:

- High School Diploma
- Currently pursuing education in the marketing or communications field
- Proficiency in social media, especially TikTok, Instagram, and Facebook
- Strong organizational skills
- Team player
- Strong communication and writing skills
- Strong work ethic
- Experience with Microsoft Word and Excel

### Duties and responsibilities crucial to success in this role:

- Assist with design and execution of social media campaigns.
- Create content, develop social media strategies, and plan social media calendar.
- Work with camps and camp professionals to collect and generate social media content and influencer campaign strategies.
- Track social media engagement and collect and analyze data to identify consumer trends.
- Work with business development team to increase brand awareness for sponsors through social media.
- Work with graphics designer on compelling graphics for social media use.
- Ensure brand messaging is consistent.
- Provide excellent customer service through social media channels, respond to comments and DMs.

### About ACA:

ACA provides professional development, evidence-based education, public relations, research, and advocacy to the field of camp and is the only independent national accrediting body for the organized camp experience. ACA accredits more than 2,400 diverse US camps. ACA Accreditation provides public evidence of a camp's voluntary commitment to the health, safety, risk management, and overall well-being of campers and staff.

## Interested?

Send your resume and letter of interest and/or questions to [hr@ACAacamps.org](mailto:hr@ACAacamps.org)!