



About Camp Quality Eastern Ontario

Camp Quality Eastern Ontario is a volunteer-driven charitable organization that provides free camp experiences for children affected by cancer and blood disorders, and their families. Through our overnight camp programs, we create opportunities for fun, friendship, resilience, and belonging in a safe and supportive environment. We facilitate a 1-week overnight camp program, hosted near Lanark, Ontario, our overnight camp program serves children 7–17 years of age.

Camp Quality was brought to Canada in 1988, initiated by a group of dedicated volunteers in Southern Ontario. Since then, we've expanded to seven camp locations across Canada.

Our programs are made possible by an incredible team of volunteers who are passionate about creating unforgettable experiences while helping children build confidence and lifelong memories.

The Role

The **Social Media Specialist** is an unpaid volunteer position that reports to the Camp Director.

Role Overview

The Social Media Specialist plays an important role in sharing the Camp Quality story and celebrating the impact of camp. Working closely with the Eastern Ontario Camp Leadership Team, this volunteer will create engaging content before, during, and after camp to increase awareness of Camp Quality, strengthen community engagement, and support volunteer recruitment, fundraising, and camper participation.

This role is ideal for someone who enjoys storytelling through photography, video, and social media, and who is passionate about capturing meaningful moments while ensuring participant privacy and safety.

Duties and Responsibilities

- Develop and maintain a social media content calendar in collaboration with the Camp Leadership Team and support centre.
- Capture and create engaging photos, videos, stories, and social media content that showcase the Camp Quality experience while following privacy and consent guidelines.
- Support and coordinate media visits, ensuring all visitors follow Camp Quality policies, complete required documentation, and adhere to confidentiality procedures.
- Follow Camp Quality branding, photography, and social media guidelines to ensure consistent and impactful communications.
- Collaborate with camp staff and volunteers to highlight activities, special moments, and the impact of camp.
- Support safe and inclusive camp operations while reporting any safety or child protection concerns according to Camp Quality policies.

Preferred Skills, Qualifications and Experience

- Passion for the Camp Quality mission.
- Strong written and verbal communication skills.
- Experience managing social media platforms such as Facebook and Instagram.
- Photography, videography, and content creation experience is considered an asset.
- Experience using Canva or other creative design platforms.
- Strong organizational skills with the ability to manage multiple priorities.
- Experience in communications, marketing, public relations, or the non-profit sector is an asset.
- Previous Camp Quality or camp experience is considered an asset.
- Attend and actively participate in the overnight camp week, capturing and sharing the camp experience while supporting a positive, safe, and inclusive environment for campers, volunteers, and staff.

To Apply

If this role feels like a great fit for you, we would love to hear from you. Please send an email sharing why you are interested in the position and how your experience aligns with the role, along with your current resume, to Vinnie Paolucci, Camp Director at eastern@campquality.org.

Don't meet every single qualification listed? That's okay! If you're excited about this role but your experience doesn't align perfectly with every requirement, we still encourage you to apply, you might be exactly the candidate we're looking for.

Only applicants selected for an interview will be contacted.

We're an equal opportunity organization

Inclusion is at the heart of what we do at camp. Camp Quality works to create inclusive spaces and programs for campers, volunteers and staff – free of discrimination based on age, race, ability, sexual orientation, or gender identity. We encourage all qualified candidates to apply.

Accessibility

Camp Quality Canada welcomes and encourages applications from people with various abilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.

For more information about Camp Quality, please visit www.campquality.org.