

AN OPPORTUNITY TO JOIN A GREAT TEAM!

JOB TITLE CAMP RECRUITMENT SPECIALIST

DEPARTMENT MARKETING

REPORTS TO DIRECTOR OF MARKETING

ABOUT USDAN

Usdan has been recognized as a Top Nonprofit Workplace in 2021, 2022, 2023, and 2024! Usdan opens a world for children to joyfully express their creativity and develop their artistic skills. Each summer, teachers and artists – actors, directors, playwrights, painters, sculptors, musicians, composers, dancers, poets, and novelists – come together to teach and collaborate with our campers, ages 5 to 18. Set on 140 acres of natural beauty in Wheatley Heights, Long Island, NY. Usdan is a safe, welcoming place within which campers have the freedom to build new friendships, explore nature, gain personal independence, and have fun, while developing new skills and techniques in their chosen artforms.

POSITION SUMMARY

Join a vibrant team at Usdan Summer Camp for the Arts, where creativity meets community! As a Recruiting Specialist, you will play a pivotal role in invigorating camper enrollment by connecting and establishing relationships with families, energizing and inspiring the Family Outreach team, and serving as an enthusiastic resource for all things Usdan.

This role is ideal for an energetic, seasoned recruitment or sales manager who is passionate about building relationships with others and espouses the values of Usdan including joy above all else, inclusivity, sustainability, and collaboration. The ideal candidate will be able to energetically showcase what Usdan can offer families: high-quality and diverse programming; a welcoming and inclusive environment; a camp program immersed in nature situated on a 140-acre, wood campus; and conveniences including bus transportation and generous tuition assistance.

JOB RESPONSIBILITIES

- **Recruitment:**
 - Act as a key point of contact for prospective families, guiding them through the enrollment process and addressing their questions.
 - Highlight Usdan's customizable programs and unique experiences to inspire confidence and excitement.
 - Train and manage a group of part-time outreach team members, making sure their outreach is productive and leading to conversions.
 - Develop scripts and other tools for the Outreach Team to use, continually testing and optimizing for maximum conversions.



- Maintain and organize lead sheets, ensuring timely follow-ups with interested families.
- Track trends and provide actionable insights to improve recruitment efforts.
- Work with Marketing to optimize drip campaigns
- Lead in-person tours and serve as primary sales closer
- **Enrollment Support:**
 - Collaborate with the Enrollment Team to execute creative strategies for increasing student numbers.
 - Assist in developing and distributing promotional materials tailored to prospective families.
- **Lead Generation:**
 - Actively leads the organization in methods to increase lead generation, outside of traditional advertising.
 - Fosters connections with local organizations, schools, and community groups to expand awareness of Usdan.
 - Actively seeks and represents Usdan at open houses, school events, and community fairs to promote the camp's mission.
 - Oversees a robust and effective parent and stakeholder Ambassador program to support lead generation.
 - Tracks leads weekly to monitor results, impact, and possible pivots.
- **Team Collaboration:**
 - Partner with internal staff and faculty to create a cohesive, family-friendly enrollment experience.
 - Motivate and energize the team to meet enrollment goals.
- Other duties as assigned.

The above job description is not intended to be an all-inclusive list of duties and standards of the position.

JOB REQUIREMENTS

- 2+ years in recruitment, sales, or community outreach, ideally in an educational or arts environment.
- Strong interpersonal communication, and customer service skills.
- Proven ability to build rapport with families and community groups.
- Excellent organizational time management, and people-management skills.
- Strong writer and careful editor.
- Familiarity with CRM and texting systems is a plus.
- Enthusiastic, proactive, and adaptable.
- A collaborative team player who thrives in a creative setting.
- Must complete New York State required trainings, including but not limited to a Sexual Harassment Prevention training and a Child Abuse and Neglect/Maltreatment Identification. Links to required trainings will be provided after hiring.
- Have reliable transportation to Usdan's campus. Requests for accommodations are subject to approval by senior management.

HOURS & LOCATION

- Workdays are at least 6 hours each day, typically 12:00PM – 6:00PM with some flexibility to accommodate other callers' schedules.
- This work schedule is subject to change as business needs evolve. Usdan will endeavor to provide as much advance notice as possible.

COMPENSATION

- \$28 to \$30 per hour, at least 28 hours per week in session.

PHYSICAL DEMANDS

Usdan is a 140-acre campus with facilities spread throughout - distances vary and are along uneven surfaces, up and down hills. Some facilities are elevated and require one to two stairs to enter. There will likely be many opportunities for this position to traverse the campus, especially during the summer season. Some staff walk an average of two miles per day. Other physical demands include the ability to work in a hot, humid environment; the ability to speak clearly and understand the speech of another person; and the ability to prioritize sounds and focus on one sound among many.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential physical functions of this position.

TO APPLY

- Please apply through our online application: <https://www.usdan.org/employment>
- PDF files are preferred attachments. No phone calls please.

USDAN CENTER FOR THE CREATIVE AND PERFORMING ARTS A/K/A USDAN SUMMER CAMP FOR THE ARTS IS AN EQUAL OPPORTUNITY EMPLOYER AND IS COMMITTED TO CREATING AN INCLUSIVE ENVIRONMENT FOR ALL EMPLOYEES. WE WELCOME APPLICANTS FROM DIVERSE BACKGROUNDS TO APPLY THEIR UNIQUE BACKGROUNDS, PERSPECTIVES, SKILLS AND TALENTS TO FOSTER AN OPEN, COOPERATIVE, AND DYNAMIC ENVIRONMENT WHERE EMPLOYEES AND USDAN ALIKE CAN THRIVE. ALL EMPLOYMENT IS DECIDED ON THE BASIS OF QUALIFICATIONS, MERIT, AND BUSINESS NEED.