

## **Marketing Specialist / Manager**

**Location:** Auckland, New Zealand

**Department:** Camp America

**Reports to:** NZ Country Manager

**Contract Type:** Full time

### **About Camp America**

Since 1969, Camp America has helped young people spend their summers working at camps across the USA. For many, it's more than a summer job - it's a life-changing experience full of travel, friendship, confidence and adventure.

We're looking for someone who has lived the Camp America experience and wants to inspire others across New Zealand to do the same.

### **The Role**

This is a 360 marketing role for someone who loves Camp America, understands young people, and is excited to take ownership of marketing activity across New Zealand.

You'll be responsible for bringing Camp America to life across social media, email, events, partnerships, advertising, content and lead generation. One day you might be creating TikToks, the next you'll be at an expo speaking to students, writing emails, reviewing ad performance, updating landing pages or nurturing leads through HubSpot.

This role would suit someone who is creative, organised and proactive - someone who can see the bigger picture but is also happy to get stuck into the day-to-day.

You don't need to be a fully established Marketing Manager already. We're open to someone earlier in their career who has strong potential, a good marketing brain and the drive to grow into the role.

### **Main Responsibilities**

#### **Marketing Campaigns & Lead Generation**

- Plan and deliver marketing activity to drive leads, applications and conversions.
- Create campaigns that speak directly to young people considering Camp America.
- Understand the applicant journey and help nurture leads from first enquiry through to application.
- Track performance and suggest improvements based on data, results and ROI.
- Identify new opportunities to grow awareness of Camp America in New Zealand.

#### **Social Media & Content**

- Manage Camp America's New Zealand social media presence across key platforms.
- Create engaging content for TikTok, Instagram, Facebook, YouTube and other relevant channels.
- Film, edit and post short-form video content.
- Write captions, emails, blogs, web copy and promotional content in the Camp America tone of voice.
- Stay close to social trends and quickly spot opportunities that fit the brand.
- Work with alumni, applicants and creators to gather real Camp America stories.

#### **Paid Advertising & Digital Marketing**

- Support and manage paid advertising activity across platforms such as Meta, Google and TikTok.
- Monitor ad performance and make recommendations to improve results.
- Help manage landing pages, forms and campaign tracking.
- Use analytics to understand what is working and where improvements can be made.
- Keep an eye on cost-effective ways to increase reach, leads and applications.

#### **CRM, Email & Lead Nurturing**

- Use HubSpot or similar CRM tools to manage leads and communications.
- Create email journeys that keep potential applicants engaged.
- Segment audiences to make messaging more relevant.
- Support automated communications and campaign reporting.
- Ensure leads are followed up in a timely and effective way.

#### **Events, Expos & Partnerships**

- Represent Camp America at expos, university events, information sessions and recruitment fairs.
- Confidently speak to potential applicants about the programme.

- Build relationships with schools, universities, partners and community groups.
- Help identify opportunities to reach new audiences.
- Support promotional activity and lead capture at events.

### **Brand & Community**

- Keep all marketing activity on-brand, consistent and engaging.
- Champion the Camp America experience across New Zealand.
- Build relationships with alumni and encourage them to share their stories.
- Support diversity outreach and help bring Camp America to under-represented groups.
- Be a visible and enthusiastic ambassador for the brand.

### **About You**

We're looking for someone who is passionate, practical and full of ideas.

### **You'll ideally have:**

- First-hand experience of Camp America as a participant.
- A genuine passion for camp and the impact it can have.
- A strong interest in marketing, social media and content creation.
- Some hands-on marketing experience, either through work, study, internships, freelance projects or similar.
- Strong writing skills and confidence adapting tone for different audiences.
- Confidence creating content using tools such as Canva, CapCut or Adobe Creative Suite.
- An interest in paid advertising, lead generation and campaign performance.
- Good organisational skills and the ability to manage multiple projects at once.
- Confidence speaking to groups and representing Camp America at events.
- A proactive attitude and willingness to take ownership.

### **It Would Be Great If You Also Have**

- Experience using HubSpot or another CRM.
- Experience with Meta Ads, Google Ads or TikTok Ads.
- Basic knowledge of SEO.
- Video editing or photography skills.
- Experience working with student audiences.
- Experience attending or organising expos, fairs or recruitment events.

### **Why Join Camp America?**

This is a chance to turn your Camp America experience into a career.

You'll be the person helping young people across New Zealand discover an opportunity that could change their lives. You'll get to work across the full marketing mix, bring ideas to life, test new approaches and make a real impact.

It's creative, varied and hands-on - perfect for someone who wants ownership, growth and a role with purpose.

### **Safeguarding & Equal Opportunities**

Camp America is committed to safeguarding and promoting the welfare of children and young people. The successful applicant will be required to complete a NZ Police Vetting check or relevant background check and comply with our safeguarding policies and procedures.

We are an equal opportunities employer and welcome applications from all suitably qualified candidates regardless of age, disability, gender identity, marriage or civil partnership, pregnancy or maternity, race, religion or belief, sex or sexual orientation.

### **How to Apply**

If you're excited about helping more young New Zealanders experience the adventure of Camp America, we'd love to hear from you.

Please send us:

- Your current CV
- A cover letter **or** a short video (2–3 minutes)

Applications should be emailed to [cwhitaker@campamerica.co.nz](mailto:cwhitaker@campamerica.co.nz).