



American Dance Training Camp

The ULTIMATE Overnight Dance Camp!

www.AmericanDanceTrainingCamp.com

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Program Director Job Description (Overnight Camps)

Job Title: Program Director (PD)

Reports To: VP Programming

Position Purpose: To further the mission of American Dance Training Camp (ADTC) through the planning and delivery of program activities & events. Design & deliver program activities that are safe, fun & appropriate for the campers' age & abilities. Take charge of the management of the overall camp operation at the direction of the VP Programming. Manage and maintain strong communication between staff members and location vendors.

Essential Job Functions: Plan, coordinate and direct ADTC overnight camps in strategic U.S. and international locations.

Year-Long Planning & Marketing (March 15 – May 15; 8 - 10 hours/month):

- Coordinate camp details with facilities contact/s and ADTC Business Director
- Collaborate with ADTC Business Director on details for "Registration Packet" and "Health Forms & Waivers" for your camp location/s.
- Negotiate parent group rates at nearby hotels to your camp in coordination with VP Programming.
- Negotiate activity vendor contracts (MOUs) in coordination with VP Programming.
- Compile / develop staff training materials and plan staff training dates.
- Oversee location-specific marketing, advertising and PR:
 - Direct ADTC spring "Boot Camps" in strategic locations to refer campers to your summer camp and increase ADTC profits/visibility.
 - Design mini brochures & flyers specific to your ADTC location/s using our template. Distribute brochures in strategic locations.
 - Provide all required information for your location/s' pages on the ADTC national website.
 - Get your ADTC location "listed" in local events calendars, on local/state/facility/vendor partner websites, etc.
 - Get the word out with publicity and public relations.
 - Handle all on-site marketing during your camp sessions.

Year-Long Planning & Marketing Compensation: \$150/month

Pre-Camp (May 15 – June 15; 10 – 15 hours/week):

- Answer phones, return calls, emails, contact requests, etc. for your camp location/s.
- Review registration, health, and activity forms on the ftp server and update for current camp year (vendor & emergency contact forms, activity safety orientations and emergency procedures, etc.).
- Notification of operations – call local fire station, police, etc. to make aware of ADTC program & dates.
- Review the "List of Must Haves" (located in PD manual) and devise plan for getting all necessary items to your camp location.
- Be in contact with all staff at your location – finalize any transportation/airport pick-ups.
- Email parents of campers for first session – notify anyone for whom we are missing health forms.
- Participate in ALL PD and ADTC online staff trainings, as scheduled.

Pre-Camp Compensation: \$15/hour

During Camp (June – August; Full-Time & On-Site):

- Week before camp: purchase items for canteen, organize schedule for first week of camp, set up camp office, and work with vendors/camp site to assure a smooth check-in process.
- Deliver a fun program to campers.
- Ensure that camp staff and campers know and follow safety and educational procedures during camp programs.
- Assist in the management and care of the physical facilities and equipment in all program areas.
- Supervise and evaluate staff to develop and implement all facets of camp program activities.
- Develop and implement schedules and records for all areas of camp program and facilities.
- Oversee the daily operation of the summer resident camp including program business, camper and staff supervision and parent relations.
- Oversee the health and safety of campers and staff.
- Manage the daily operations of the camp dining service.
- Oversee the maintenance and sanitation of the dining room equipment and furnishings.
- Oversee the maintenance and sanitation of the camp facility as a whole.
- Be prepared at a moments' notice to substitute teach any and all dance classes, for one day or entire summer, as necessary. Be a role model to campers and staff in your attitude and behavior.
- Manage canteen and activity accounts (in coordination with Assistant Program Director).
- Restock canteen and office as necessary.
- Manage parent communications (returning phone calls, emails, distributing mail, e-camp parent letters, packages, uploading pictures to e-camp website)
- Manage documentation of daily camp life (photo, video, etc.)

During Camp Compensation (June – August; Full-Time On-Site!):

- **\$1200/week** for returning PDs working at least five consecutive weeks (plus full room & board, travel compensation between camp locations and additional travel compensation up to \$300 total).
- **\$1150/week** for returning PDs working at least three consecutive weeks (plus full room & board and travel compensation up to \$200 total).
- **\$1100/week** for returning ADTC staff who are new PDs working at least five consecutive weeks (plus full room & board, travel compensation between camp locations and additional travel compensation up to \$200 total).
- **\$1050/week** for returning ADTC staff who are new PDs working at least three consecutive weeks (plus full room & board and travel compensation up to \$100 total).
- **\$1000/week** for PDs new to ADTC (plus full room & board and travel compensation between camp locations).

Please Note: Program Director's will go on salary at the start of staff training week. Wages earned during staff training will be pro-rated according to number of days worked (e.g. 3.5 days = \$600; 2.5 days = \$430, etc.)

Relationships:

- Program Directors report directly to the VP Programming.
- Supervise Instructor-Counselors, Junior Instructor-Counselors and Counselors-In-Training.
- Supervise counselors with program activity responsibility.
- Act as Owner, managing all facets of camp operation, when Owner is absent.
- Work directly with vendors and location management.

Qualifications:

- Must be 25 or older.
- Must be available to work at all weeks of camp in given ADTC location/s.
- Experience in management, customer service and administrative roles at similar camp or dance studio preferred.
- College degree highly preferred.
- Entrepreneurial, highly organized and goal oriented.
- Experience in the development and delivery of programs and activities for similar population.
- Self-motivated; ability to function autonomously.
- Very computer literate (ms word, excel, power point, web 2.0, social networking).
- Must have a valid driver's license and a clean driving record.
- Current certification in first aid and CPR.
- Bachelor's Degree Preferred.
- Must submit health history record and examination form prior to first day of summer camp.
- Successful completion of criminal background checks process.
- Non-US Citizens MUST have US work visa as a condition of employment.

Knowledge, Skills, and Abilities:

- Must love sharing your passion for dance.
- Must be a mature, responsible, fun-loving individual.
- Must love kids and love being a positive role-model.
- Must be ready to help make ADTC a great summer experience for everybody, including yourself!
- Ability to accept supervision and guidance as well as organize and oversee activities of staff and campers.
- Ability to establish and maintain effective and productive working relationships and customer service within a diverse and multicultural environment.
- Ability to interact with all age levels.

Bonus Potential:

PDs Will Be Rewarded for Local Marketing Efforts As Follows:

- PDs working at "established" ADTC overnight camps (Stratton, VT; Squaw Valley, CA; Winter Park, CO & WCU Cullowhee, NC) will share 5% of the revenue increase, should overall sales at their location increase by 20% or more in 2010.
- PDs working at new ADTC overnight camps will share 5% of the "extra" revenue over budget, should overall sales at their location exceed expected budgeted sales.

PDs May be Hired to Direct Spring Weekend "Dance Boot Camps":

- \$225/day salary and camper referral compensation according to rules below:
 - **Get 4 - 6 new campers to enroll** in an ADTC overnight camp session - **earn \$100/camper + \$100 bonus.**
 - **Get 7 - 10 new campers to enroll** in an ADTC overnight camp session - **earn \$100/camper + a \$200 bonus**
 - **Get 10 + new campers to enroll** in an ADTC overnight camp session - **earn \$100/camper + \$300 bonus**
 - **Get 20 + new campers to enroll** in an ADTC overnight camp session - **earn \$100/camper + \$1000 bonus**
 - **Grand Prize:** The ADTC Program Director who enrolls the most new campers will earn \$5000 cash (must be more than 20 new campers)!

PDs May Coordinate ADTC Winter/Spring Info Sessions in Their Area or Online:

- \$100 for each info session PLUS referral compensation according to the rules above. In 2010, ADTC is specifically looking to target high income communities near major cities (NYC, Boston, San Francisco, Atlanta, Denver, etc.).

PDs Will Be Rewarded for Re-Registering Campers for the Following Summer While at Camp:

- PDs working at "established" ADTC overnight camps (Stratton, VT; Squaw Valley, CA; Winter Park, CO & WCU Cullowhee, NC) will earn 2.5% commission on re-registration tuition up to expected budgeted sales and 5% commission on re-registration tuition over expected budgeted sales.
- PDs working at new ADTC overnight camps will earn 5% commission on re-registration tuition up to expected budgeted sales and 7.5% commission on re-registration tuition over expected budgeted sales.