



Ohana Director

The mission of the Aloha Foundation is to inspire people of all ages to learn, explore, grow, and become their best selves.

Position Summary

The Ohana Director is an employee of the Aloha Foundation with the primary responsibility of directing all programs at the Ohana campus with the highest level of quality and safety, in accordance with Aloha Foundation policies and principles. The Ohana Director reports to the Executive Director. Ohana requires a creative, engaged, highly personal, family-attuned, outdoor-oriented, hospitality-savvy leader to sustain and grow this incredible place.

Key Responsibilities

- Deliver a friendly, welcoming, highly personal hospitality experience, with special attention to relationship-building with family campers
- Plan, develop and oversee excellent daily programs of recreational and social activity for family campers of all ages, from young children to grandparents, with attention to the safety and comfort concerns of parents and families
- Create and deliver a full calendar of events through early planning, strong retention, marketing and engagement
- Design and deliver new family programs which attract new families and deliver our mission fully
- Recruit, hire and manage the Ohana programs, events, and office staff with a goal of retention and staff development
- Supervise the development and management of the thriving six months of operations. This includes family camp in the summer; other family programs, various events, conferences, and weddings in the spring and fall
- Develop a robust marketing plan that will attract families and groups for existing and new initiatives and build on community partnerships programs
- Serve as Aloha Foundation senior leadership as a member of the Steering Team

Additional Responsibilities

- Manage and engage hands-on in all aspects of camp life including safety, program, social climate, and equipment
- Develop Ohana's annual revenue and expense budgets of 1M+ in cooperation with the Finance Director and Executive Director; monitor closely and ensure the budgeted financial performance of the camp
- Serve as primary recruiter for family campers, events, groups, and staff -- this may be in the form of phone calls, visits, tours, and strategic planning
- Foster ongoing relationships with camp families, alumni, and other constituents



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- Gather, analyze, and share data needed to develop and refine programming, budgeting, operations, and the participant experience
- Train and supervise all staff to achieve the highest quality camp experience for participants commensurate with Aloha Foundation programming standards and the highest industry standards
- Maintain the natural, historic character of Ohana Camp. The Ohana Director is responsible for the camper experience. The condition of the physical plant and ground is a key component of that experience. Working with the Director of Buildings and Grounds, ensure systems for meticulous caretaking of the buildings, grounds, and all recreational and maintenance equipment. Foster sustainable practices in all areas camp operations; educate family campers in their purposes and benefits
- Sustain Ohana's reputation for serving delicious food for all ages. The Ohana Director is responsible for the camper experience and food is a key component of that experience. Work closely with the Executive Chef to retain an excellent kitchen staff, develop and refine menus, support food service systems as needed -- recycling, composting, garden harvesting, and overall camper experience
- Guide the promotion, marketing, and advertising nationally of participation in Ohana's family camp, wedding and meeting opportunities, through web-based media, online social networks and print publications; through personal participation in relevant family vacation industry events; and through communications to adult alumni of the camps and programs of the Aloha Foundation
- Nurture Ohana's dedicated corps of care-taking volunteers and supporters. Organize and manage Ohana's volunteer opening and closing work weekends
- Other duties as assigned

Qualifications

- Desire and commitment to attend to the 24/7 requirements of a full-service family lodging and activity environment on-site, from mid-May – mid-October
- Ability to live on-site during the operating season, from May-October -- seasonal housing is provided during that time
- 5+ years of experience in camp or educational senior leadership or administration
- 3+ years of experience in hospitality, event planning or related experience
- Significant experience planning, developing, and managing programs of recreational and social activity, ideally for children and/or families
- Excellent written and verbal skills and the ability to articulate complex ideas succinctly or in-depth as the situation demands
- Working experience in directly marketing or overseeing the marketing of outdoor-oriented programs of education and/or recreation for children and/or families



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- Excellent understanding of organizational budgeting and budget management
- Camp co-director couples will be considered
- Bachelor's degree in related field or equivalent is preferred

Personal Characteristics

- Able to meet individual and programmatic goals with organization-wide strategy and vision
- Commitment to diversity, inclusion, and equity
- Ability to balance tradition, fostering evolution, and integration with the broader strategy and vision of the Aloha Foundation
- Consistent, capable, self-directed, well-organized, flexible, personable, and able to maintain composure in a changing environment
- Intellectual curiosity and individual humility

Schedule and Compensation

This is a full-time salaried position with benefits. The salary is competitive and commensurate with experience. The position requires living on-site at Ohana Camp during the operating season from mid-May through mid-October.

About Ohana Camp

A quintessentially New England-style family camp, Ohana is one of six renowned summer and year-round programs operated by the Aloha Foundation in Fairlee, Vermont.

Ohana and all of the Aloha Foundation family programs brings families and friends together to refresh and renew their ties -- and to create new ones with others who enjoy in a beautiful, natural, and historic vacation setting.

Families come to Ohana most often for an all-inclusive week or two in July or August to enjoy staff-led and self-directed activities of many kinds, on lake and land: swimming, fishing, canoeing, kayaking, paddle boarding and sailing; archery, tennis, volleyball and basketball; arts, crafts and nature exploration; hiking, biking and day trips through the Vermont and New Hampshire countryside. Evening programs bring camp families together to listen to storytellers and wild animal experts, learn barn dancing to live music, and make s'mores around nighttime campfires.

Campers stay in cozy, rustic cabins with living rooms, fieldstone fireplaces, one to four bedrooms, modern baths and kitchenettes; or in spacious tent-houses arrayed around a common building with bath facilities and a reading and game room.



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Meals are served buffet style in Ohana's graceful old dining hall, with an emphasis on fresh foods from local farms and menus that work for adults and children alike.

In spring and fall, Ohana Camp hosts weekend weddings and events, including guest accommodations and meals, as well as mid-week meetings and retreats conducted by business, professional, community and special-interest groups.

Compensation

This is a full-time salaried position with benefits. The salary is competitive and commensurate with experience.

About the Aloha Foundation

The Aloha Foundation is a Vermont-based non-profit organization that provides summer camps, family camps and education programs emphasizing simplicity, the outdoors and living in community. Our programs serve a range of campers and participants from children to older adults, individuals, groups, and families.

The Aloha Foundation is an inclusive organization that welcomes people from all backgrounds. We do not discriminate on the basis of race, color, national origin, religion, sex, age, mental or physical disability, sexual orientation, gender identity, marital status, minor children, receipt of public assistance, HIV status, or place of birth with respect to employment and volunteer participation.

Please submit cover letter and resume as a single PDF to:

humanresources@alohafoundation.org