

Associate Executive Director

Location: Bethlehem, NH

Status: Full-time

Reports to: Executive Director

Works Closely With: Board of Directors, Development Committee, Program staff, external partners, and donors

Compensation: \$70,000 - \$85,000 and a comprehensive benefits package

Key Responsibilities

Fundraising & Development

Revenue generation is the top organizational priority for this hire. The Associate Executive Director is expected to build and manage a fundraising program that expands the donor base, diversifies funding streams, and contributes meaningfully to funding camp operations and future growth.

- Lead and implement the annual fund and multi-year fundraising plan, with accountability for specific revenue goals tied to camp operations and strategic priorities.
- Identify, cultivate, solicit, and steward an expanding portfolio of individual donors, corporate sponsors, and community partners, with particular focus on diversifying beyond the current donor base and engaging younger generations of supporters.
- Build and manage a planned giving program, including bequests and endowment gifts, as a near-term priority for long-term sustainability.
- Develop and pursue grant opportunities, including writing proposals, managing reporting requirements, and maintaining funder relationships.
- Design and lead fundraising events and friend-raiser activities that build community while generating revenue and ensuring a strong return on time and investment.
- Coordinate board, staff, and volunteer participation in development activities and donor engagement.
- Maintain accurate donor records, track fundraising metrics, and provide regular progress reports to the Executive Director and Board.

Camper Recruitment & Marketing

Increasing camper enrollment to full capacity is the primary measure of success for this role. The Associate Executive Director must bring demonstrated marketing experience and a proactive, community-facing approach to outreach.

- Own the camper recruitment strategy, with explicit goals tied to enrollment growth and progress toward full camp capacity.
- Develop and manage an annual marketing and communications calendar supporting camper recruitment, staff recruitment, fundraising, and community engagement.
- Oversee creation and distribution of marketing content across channels — website, social media, email newsletters, print materials, and direct outreach — ensuring consistent, compelling brand messaging.

- Build and activate relationships with schools, youth-serving organizations, Boys & Girls Clubs, YMCAs, faith communities, and other feeder organizations across New Hampshire, with particular emphasis on communities south of the notch.
- Represent Copper Cannon at community events, school fairs, and partner presentations throughout the year.
- Monitor inquiry, enrollment, and retention trends; analyze outreach effectiveness; and adjust strategies in collaboration with the Executive Director.
- Strengthen camp visibility and brand awareness across the state among prospective families, community partners, and potential donors.

Leadership & Operations

The Associate Executive Director is expected to translate strategic priorities into clear plans, coordinated action, and consistent follow-through. This work requires sound judgment, staff leadership, and the ability to manage daily operations while building the organizational depth needed for long-term continuity.

- Partner with the Executive Director to lead overall camp operations, including planning, implementation, evaluation, and continuous improvement of programs, fundraising, and marketing.
- Help establish seasonal goals, operating plans, calendars, staffing models, revenue targets, and performance expectations aligned with the camp's mission and strategic direction.
- Support staff development and foster a collaborative, mission-driven team culture.
- Model and reinforce the camp's values of access, inclusion, and community in both internal and external-facing work.
- In the Executive Director's absence, assume responsibility for day-to-day camp operations.

Administration & Finance

Strong administrative and financial systems are essential to growth, accountability, and effective decision-making. The Associate Executive Director is expected to maintain accurate records, use data to track progress, and support the systems needed to manage fundraising, enrollment, staffing, and operations responsibly.

- Assist in the development and oversight of the camp budget, including revenue projections from fees and fundraising, expense monitoring, purchasing, and resource allocation.
- Maintain accurate records, reports, and documentation related to staffing, attendance, incidents, fundraising activities, donor interactions, and marketing outcomes.
- Use CRM and data systems to track donor relationships, enrollment pipelines, outreach activity, and progress toward key goals.

Ideal Candidate Profile

Qualifications

- Bachelor's degree required.
- A minimum of five years of progressively responsible experience in nonprofit development, marketing and communications, camp leadership, or a related field.

- Experience generating fundraising results, such as donor cultivation, solicitation, and/or stewardship. Familiarity with multiple revenue streams (e.g., individual giving, grants, events, corporate partnerships) is a plus.
- Experience contributing to marketing and communications efforts, such as digital, social media, email, or print. Comfort learning new channels and tools is valued.
- Experience building relationships with community partners, schools, or youth-serving organizations.
- Strong written and verbal communication skills; willing and able to tell CCC's story persuasively and authentically.
- Proficiency with CRM platforms, Microsoft Office (Word, Excel), and related tools.
- Comfortable managing multiple priorities independently in a small, collaborative organization.
- Willingness and ability to travel throughout New Hampshire for community outreach and to attend some evening and weekend events, particularly in the summer season.

Personal Attributes

- Deep commitment to Copper Cannon's mission and the belief that every child deserves access to a transformative camp experience — this is not just a job requirement; it will be evident in how you show up.
- A connector and community builder who is energized by meeting new people and opening new doors for the organization.
- Entrepreneurial and results-oriented — take ownership of goals, track progress, and find creative ways to move the needle.
- Collaborative leadership style with the ability to engage and motivate staff, volunteers, and board members.
- High integrity, discretion, and professionalism in all donor and community relationships.
- Adaptable and resourceful — comfortable thriving in a lean organization where roles evolve and flexibility is essential.
- Aspirations for long-term growth and organizational leadership.

Compensation & Benefits

Salary range is \$70,000–\$85,000, commensurate with experience. Benefits include paid vacation, nine holidays, seven sick days, health insurance (75% Camp / 25% individual, available for individual and family coverage), a Simple IRA with a 3% employer match, and support for professional development.

To Apply

Copper Cannon Camp is an equal opportunity employer and is committed to building a diverse and inclusive workplace. Candidates must be eligible to work in the United States.

Please submit a cover letter and resume to CCC@strongresourcegroup.com. The application deadline is **September 8, 2026**. Applications will be reviewed as they are received, with initial interviews anticipated beginning the week of September 21, 2026. No phone calls, please.