



mount**hermon**

lives transformed.



**MOUNT HERMON**  
Senior Director of  
Communications and Marketing  
  
Opportunity Profile

## HERITAGE

Founded in 1906, Mount Hermon is the first Christian camp west of the Mississippi. It has always been both evangelical and interdenominational, consistently proclaiming Jesus as Lord and Savior, teaching the authoritative Word of God, and serving churches and Christian ministries both here and worldwide. Now 116 years later, Mount Hermon is still a place of retreat from daily stress and rigors, a place for discovering and renewing one's relationship with Jesus Christ. The "high" view of the Bible as God's authoritative Word permeates the programs, encouraging an environment where the truths of Scripture can be taught, understood, and applied in daily living.



Mount Hermon remains unapologetically Christ-centered with God's word as its foundation and guide. Throughout its history and present day, Bible preachers and teachers present God's word overtly and without compromise.



By God's goodness and faithfulness, Mount Hermon has the largest family camp in the U.S. (and possibly the world). The family is under siege in today's culture, and Mount Hermon is committed to ministering to the family of all ages and stages. Mount Hermon has children and youth camps - Redwood Camp, Ponderosa Lodge, Kidder Creek – creating atmospheres where kids can have fun while learning about Jesus. Additionally, Mount Hermon hosts guest groups – churches, para-church ministries, pastors/ministry leaders – who use the grounds for impactful spiritual retreats.





## THE MISSION

*To proclaim Jesus as Lord and Savior, teach the authoritative Word of God, and serve His Church in our nation and throughout the world.*



## THE PURPOSE

*To see lives refreshed, renewed,  
and transformed by Jesus.*







## ABOUT MOUNT HERMON

Mount Hermon is focused on serving the entire family. One of its distinctions is the large number of families who have made Mount Hermon their annual place to reconnect through Family Camp. It is not at all uncommon to find up to four generations of a family engaged together in enjoying the programs and facilities of Mount Hermon year-after-year.

Evangelism and prayer have always been a core focus in the ministries and programs of Mount Hermon. From young children to senior adults, all hear the Good News of the Gospel, and literally thousands have given their lives to Christ! Others have received needed refreshment and renewal due to their stay at Mount Hermon as they set their daily schedules and work aside and have an opportunity to rest and listen to God.





Prior to 2020 and the Covid pandemic, Mount Hermon served about 70,000 people per year, of which 45,000 were attendees at family camps, youth camps, adult conferences, concerts, or guest conferences. The remaining 25,000 come for recreational offerings or corporate team building programs.



Mount Hermon was closed to campers for fifteen months (March 2020 – May 2021) and laid off 270 year-round staff (90%). Mount Hermon donors were exceptionally generous during the closure and kept Mount Hermon strong financially. Mount Hermon has experienced a slow but steady recovery, and the hope is that summer 2023 will see campers back at 100%.

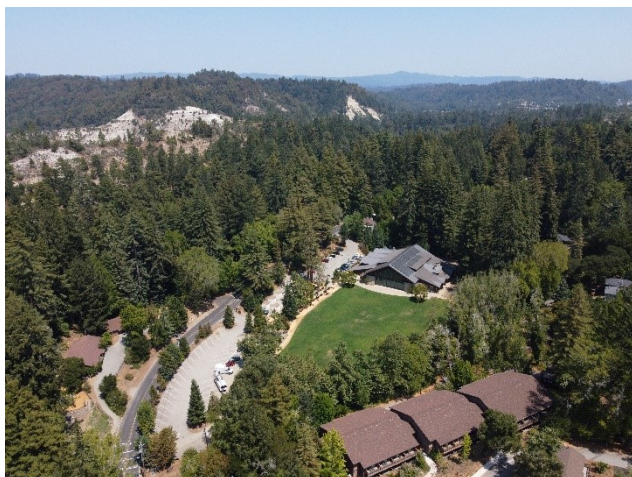




Mount Hermon's properties are located in some of the most beautiful places on earth! The original site, nestled in the towering Santa Cruz Mountains redwoods, is just eight miles from Monterey Bay. This site includes three self-contained camp and conference facilities – Conference Center, Ponderosa Lodge, and Redwood Camp. Conference Center holds summer family camps, along with hosting guest groups in the non-summer months. Ponderosa Lodge ministers mainly to Middle and High School students, while Redwood Camp to elementary school children.

Kidder Creek, in the Scott Valley near Yreka, sits against the stunning backdrop of the Marble Mountain Wilderness area and offers a broad array of adventure opportunities: horseback riding, whitewater rafting, backpacking, rock climbing, cliff jumping and mountain biking!

Mount Hermon is strategically placed over the hill from the Silicon Valley, possibly the most influential place in the world for shaping culture with technology and social media. Mount Hermon has been placed by God to minister in such a place, affecting and influencing lives for Christ. It is a great challenge and an even greater calling and privilege to serve the Lord in this, His place.





## ORGANIZATIONAL CULTURE

There is a strong feeling of gratitude, anticipation, and excitement throughout the team at the Mount Hermon Association (MHA,) based on how they have witnessed God's work at camp. The team knows that camps are invigorating (sometimes tiring!) and an inspiring place to serve. They are highly motivated and committed to mission, purpose and to carrying out their role with excellence. While they work hard, there is an emphasis on maintaining a strong family life and achieving balance. The environment is engaging and positive. Great care is taken to assure that team members treat each other with respect and foster a healthy relational climate. As a result, the team values collaboration and transparency.



## WHAT THE TEAM SAYS (about serving and working at Mount Hermon)

*"While we are largely known for our Family Camp emphasis, we have extensive additional programming year around."*

*"One of my joys is watching grandparents, parents and children interacting and loving each other all week, creating a legacy year after year—all in the name of Jesus."*

*"Our staff is known to joyfully and readily rally to help outside their set job function."*

*"Santa Cruz is expensive, strongly liberal, and at times, a bit quirky—sometimes it takes a bit of adjustment to integrate into the Santa Cruz scene."*

*"People come to Mount Hermon year after year—as well as first timers—and get renewed in Jesus and experience reset, life transformation and renewal."*

*"We create spaces for large groups and families to meet the Lord—this is a sacred calling."*

*"The senior leadership team is well-connected, transparent, relational, loyal and all sold out for the mission."*

*"Sometimes we are not great at being nimble; we are in a re-growth stage, and it is sometimes hard for us to think outside the box in order to adapt to camper needs—this role will be key in helping us move to the next level."*

*"Our team is passionate about setting the stage for people to encounter Jesus."*

*"Many staff have grown up going to Mount Hermon—there is a deep connection and an embracing of others who want to join the family (team)."*

*"The senior team has an open-door policy, listens intentionally, yet sometimes seems to over process which can be challenging."*

*"Mount Hermon's calendar of activities and events is complex with diverse activities requiring attention to detail, planning and flexibility—every day, week and year is different with a lot of moving parts."*

*"We are guest-centric; we hire people who are customer focused knowing that their work draws people to the Lord."*

*"We need someone who realizes and embraces our history yet also has a drive for creativity and innovation."*

*"Mike and the Board really make the staff feel loved."*

*"This person must love the camp rhythm; in the summer this is not an 8-5 place; they must be flexible yet intentional about making time for themselves and family—the Leadership Team supports this."*

*"Sometimes the senior team can get into the weeds instead of delegate."*

*"Our Board and Leadership Team have intentionally not departed from our biblical roots."*





## POSITION SUMMARY/OBJECTIVE

The Mount Hermon Senior Director of Marketing & Communications reports to President/CEO Mike Romberger, and is responsible for camper, guest group and day-use guest recruitment and retention and for managing the team that provides creative and technical expertise for all MHA's marketing and staff recruitment efforts in a manner consistent with Mount Hermon's mission, vision, culture code and standards of conduct.

### General Qualifications

The Senior Director of Marketing & Communications is a *Ministerial* position. Ministerial staff render their work, stewardship, relationships, and behavior as evidence of being followers of Jesus Christ while embracing and affirming Mount Hermon's Christian mission, vision, beliefs, culture code and standards of conduct. They are responsible for defining, cultivating, and leading MHA's Christian community, conference programs and retreats. All staff are expected to join gatherings, which includes prayer, worship, and Bible-centered teaching

### Key Accountabilities

- In collaboration with senior leadership, research, plan and implement the marketing and communications plan to strategically identify and communicate to target audiences for the purposes of camper and staff recruitment.
- Work with and utilize diverse media (print, digital, social, mail, email, etc.) to maximize the messaging impact and communication reach.
- Superior skills are essential in organization; independent judgment; creative problem solving; ability to effectively interact and clearly communicate with internal and external clients; telephone, verbal and written communication skills.
- Ensure the production quality and correct messaging in print, design, advertising, internet, photography, audio and video recordings, displays, booths, signage, multi-media presentations, web, social media and email communications and merchandising.
- Ensure that the brand strategy and unique character of Mount Hermon is reflected in the implementation of the marketing plan.
- Coordinate all design, web and print, digital photography, brochure design, web site design, etc., necessary for marketing functions.
- Share in the major responsibility for the promotion of the ministries of Mount Hermon through the production of publicity materials and their distribution, in accordance with the policies set by the leadership team.
- Supervise and manage the work of team members, and where applicable, mentor team members in their own management of interns, part-time workers, summer staff, and volunteers.
- Participate in strategic meetings involving sales and promotion for all products, including guest group sales, sponsored events, Adventures, and staff recruitment.
- Willingly participate in a hands-on fashion to design, write, build, shoot, edit, or otherwise contribute to creative efforts as needed to accomplish marketing objectives.



- Oversee relationships with various contractors and vendors to ensure products and projects are completed on time and on budget.
- Oversee the print production and mailing services of the organization.
- Manage day-to-day operations of the department including budget oversight.

### **Supervisory Responsibilities**

This position has direct supervisory responsibilities for these positions:

- Marketing Web Developer
- Marketing Social Media Manager
- Mail Room Services
- Graphics Intern

### **Ideal Education/Experience**

- Minimum of 3-5+ years leading a team in marketing and communications as a hands-on strategic communicator and storyteller.
- Bachelor's degree or equivalent combination of education, training and experience including coursework in design, marketing, communications, or a related field.
- Previous Marketing & Communications leadership roles in secular organizations and/or long-term lay or volunteer Marketing & Communications experience within a large, vibrant ministry will be considered.
- Experience serving with complex legacy organizations helpful.
- Prior experience working with a ministry, camp or other non-profit organization would be beneficial.

### **Ideal Key Attributes—General**

- A heart for the Lord and for his people. Must have a deep and growing relationship with God, active involvement in a local church, Christ-centered Biblical worldview adhering to the Mount Hermon's [Statement of Faith](#) and [Standards of Conduct](#), and a commitment to maintaining healthy relationships and accountability.
- Promote Christian workplace virtues described in Ephesians 6:5-9; Colossians 3:23-24; Psalms 90:17 and Proverbs 16:3 influencing both staff and management to work in one accord for Christ and His kingdom.
- Analyze data and provide sound recommendations and innovative solutions.
- A "roll up your sleeves" attitude and a joyful willingness to step in to do whatever needs to be done.
- High Emotional Intelligence: the ability to recognize and control your emotions and to recognize and understand the emotions of others.
- Strong customer and results orientation and tolerance for ambiguity, complexity, and fast-paced environment.





- Ability to deliver results under time-sensitive and changing priorities.
- Excellent verbal and written communication skills.

### **Ideal Key Attributes—Marketing & Communication**

- Strategic and creative “solution-finder” to address current and future marketing and communication innovations in response to changing cultural landscape.
- Ability to inspire, encourage and motivate marketing and communication and cross-department staff to the reality of Jesus being the center of all of Mount Hermon’s efforts.
- Ability to discern, suggest and apply additions, changes and sunseting to Marketing and Communication needs and goals.
- Strong knowledge of typography, image manipulation, illustration, and animation.
- Broad understanding of marketing design and layout.
- Ability to develop effective messaging and communications strategies to support all events and initiatives through all forms of media, including digital campaigns, print materials, social media, press releases, audio, and video.
- Ability to generate a reliable supply of original ideas and visual concepts.
- Ability to explain and support your thinking, both internally and externally.
- Flexible approach and willingness to adapt your ideas to the needs of ministry.
- Resilience to perform under pressure and deliver high-quality work to tight deadlines.
- Proven technical expertise in Mac OS, Adobe In-Design, Adobe Illustrator, Adobe Photoshop, web design, web coding, and social networking sites are required.
- Proficiency in content management required.
- Superior skills are essential in organization; independent judgment; creative problem solving; ability to effectively interact and clearly communicate with internal and external clients; telephone, verbal and written communication skills.



## THE SEARCH PROCESS

If you, or someone you know, have interest, and meet most of the qualifications described in this profile, please contact us, or suggest that person for consideration, and/or forward this information. Thank you.

**Send resume to the contact below.**

Names will be treated discreetly, and candidates should be assured that their inquiries will be treated with the utmost confidentiality.

Mount Hermon Association is an equal opportunity employer and does not discriminate based on race, age, color, gender, national origin, familial status, veteran status, or physical handicap. However, by the nature of this organization and its purposes, it does limit its hiring to people whose beliefs, theology and lifestyle are consistent with the **Mount Hermon [Statement of Faith](#) and [Standards of Conduct](#).**

We fully respect the need for confidentiality of information supplied by interested parties and assure them that their backgrounds and interests will not be discussed with anyone, including our client, without their prior consent, nor will reference contacts be made until mutual interest has been established.

*Ardent Search Company is a retained executive search firm devoted exclusively to serving our clients in matters of executive selection. We are a generalist firm that has served business and non-profits worldwide since 2007.*

**For further information on this position, please contact:**

Tim Bernstein  
President, Ardent Search Company  
[tim@ardentsearchco.com](mailto:tim@ardentsearchco.com)  
Phone: (805) 778-1777 Ext. 114  
[LinkedIn | Tim Bernstein](#)





## OUR STATEMENT OF BELIEFS: What we hold as true

- We believe in the verbal and complete inspiration by God of the original writings of the Old and New Testament Scriptures, the only infallible rule of faith and practice.
- We believe in God, eternally existing in three persons: Father, Son, and Holy Spirit.
- We believe Jesus Christ was begotten of the Holy Spirit, born of the Virgin Mary, and is true God and true Man.
- We believe the Holy Spirit is God, at work in the world to execute all divine activity and, especially, to reveal Jesus Christ and to glorify Him.
- We believe man was created in the image of God and is loved by Him, but through sinful inheritance and choice, is alienated, separated from God and under His righteous judgment.
- We believe the Lord Jesus Christ died for our sins according to the Scriptures as a substitutionary and complete sacrifice, and that all who repent and believe in Him are justified, wholly apart from human merit and works, on the ground of His shed blood and resurrection.
- We believe in the resurrection of the crucified body of our Lord, in His ascension into Heaven, and in His present life there for us, as High Priest and Advocate.
- We believe in the second, visible and personal coming of our Lord and Savior, Jesus Christ, to establish His worldwide Kingdom on the earth.
- We believe in the bodily resurrection of the just and the unjust, the eternal blessedness of the saved and the everlasting separation from God of the unsaved.
- We believe all who receive by faith the Lord Jesus Christ are born of the Holy Spirit and thereby become children of God and members of the body of Christ, the one true Church, whose life is visibly expressed wherever even two or three are gathered together in Christ's name.
- We believe the Christian life is not a reformation, but a transformation, in which Christ Himself relives His life through the believer's whole being. Such a life will be preeminently characterized by love, truth and purity.
- We believe the Church is commissioned to evangelize the world by proclaiming Jesus Christ as Lord, and by living as His servants among men.

## OUR CORNERSTONES: Our non-negotiables

- Evangelism – We proclaim Jesus as Lord and Savior
- Discipleship – We teach God's word as authoritative and transformational
- Partnership – We serve Christ's church locally and globally
- Engagement – We immerse people in God's creation and beauty
- Family – We provide experiences for families to grow closer to God and one another



## OUR STAFFING DESIGNATIONS: How we approach our Christian community

We believe that God calls people to live in community and that all MHA's activities should further and reflect MHA's Christian mission, vision and beliefs to our guests and the community. MHA's staff community consists of **Ministerial** and **Ministerial Support** employees.

**Ministerial** staff render their work, stewardship, relationships and behavior as evidence of being followers of Jesus Christ while agreeing with and upholding MHA's Christian mission, vision, beliefs and standards of conduct. They are responsible for defining, cultivating and leading MHA's Christian community, conference programs and retreats.

**Ministerial Support** staff serve in operational and service support roles and are not required to personally uphold MHA's Christian mission, vision and beliefs. However, it is expected that staff who fill these roles – no matter their personal beliefs – respect, work in harmony with, and not undermine MHA's Christian mission, vision and beliefs.

All staff are expected to join gatherings, which will include prayer, worship, and Bible-centered teaching, although Ministerial Support staff will not be required to lead these spiritual activities.

## OUR CULTURE CODE: What makes us who we are

- We represent Jesus Christ in all we say and do.
- We believe the best of each other's motives.
- We speak well to others about each other.
- We thirst to learn, grow, and improve.
- We pay attention to the little details.
- We work as one team.
- We give more than we take.
- We serve guests beyond their expectations.

## STANDARDS OF CONDUCT: How we live out who we are

To fulfill the Christian mission and purposes of MHA, it is important that all employees have a common set of expectations, principles, and values of our working together. Every employee has an obligation to observe and follow the policies of MHA and maintain proper standards of conduct in order to maintain the integrity of the ministry.

If one's behavior violates the standards of conduct, corrective measures will be taken, up to and including termination. Corrective action may include coaching, verbal warning, written warning, suspension without pay, demotion, or immediate termination. The appropriate corrective action imposed for each case will be determined by MHA.





The following areas are specific standards of conduct that staff are expected to uphold:

- Display the Fruit of the Spirit of love, joy, peace, patience, kindness, goodness, faithfulness, gentleness, and self-control (Galatians 5:22-23).
- Treat all people with dignity, respect and love.
- Racial discrimination will not be tolerated.
- Theft, lying, gossip, slander, profanity, and immodesty of dress are prohibited.
- Respect those in authority. If there are abuses in a leader's authority, report such behaviors to Human Resources.
- Maintain appropriate professional boundaries to avoid impropriety or the appearance of impropriety.

MHA is a drug-free employer and prohibits employee abuse of alcohol, marijuana, prescription, over-the-counter medications, and the use of illegal controlled substances. No employee shall work, report to work, or be present on MHA property, in vehicles, or engage in ministry activities while under the influence of alcohol, marijuana or any controlled substances, whether legal or illegal. Any violation of the substance abuse policy may result in disciplinary action, up to and including immediate termination.

MHA prohibits any drug, tobacco, vaping, or alcohol to be stored or consumed inside or outside any MHA-provided housing to summer staff, seasonal staff and interns.

MHA reserves the right to take any and all appropriate and lawful actions necessary to enforce this substance abuse policy including, but not limited to, inspecting the employee's personal property (including MHA housing) in certain circumstances, as well as MHA-issued lockers, desks, vehicles or other suspected areas of concealment. Full compliance with the substance abuse policy is a condition of employment and continued employment. Additionally, MHA reserves the right to bring the matter to the attention of the appropriate law enforcement authorities.

MHA maintains a policy of non-discrimination and reasonable accommodation with respect to recovering addicts or alcoholics, those who are perceived as having had a dependency, and those having a medical history reflecting treatment for this condition.

MHA prohibits harassment of any kind. MHA's policy against harassment applies to all persons involved in the operation of MHA and prohibits harassment by any employee of MHA, including supervisors and co-workers, as well as its interns. MHA's policy also prohibits harassment of employees by non-employees, i.e., vendors, suppliers, independent contractors and volunteers, and vice versa.

MHA strictly prohibits harassment of or by members on any basis, including, but not limited to age, race, color, disability, national origin, and/or sex. It is a violation of MHA policy to subject employees to an abusive work environment. "Abusive conduct" is defined as conduct, with malice, that a reasonable person would find hostile, offensive and unrelated to the employer's



reasonable business interests. While it is not easy to define harassment precisely, it can include slurs, epithets, threats, derogatory comments or visual depictions, unwelcome jokes or teasing, sexual advances, requests for sexual favors and other similar verbal or physical abuse.

All employees are required to participate in anti-harassment training as required by California law. Employees who fail to complete this required training will be subject to discipline, up to and including termination. If any member of the MHA community feels that such harassment has occurred, immediately report it to the Director of Human Resources, or any department head. MHA will investigate all such reports quickly and confidentially. Adverse action will not be taken against a member who reports or participates in the investigation of a violation. MHA has zero tolerance for violations of this policy, and will take swift disciplinary action, up to and including termination, if it is determined that a violation has occurred. This handbook statement is only a summary of our harassment policy and is not intended to be interpreted as contractual. Please refer to MHA's Employment Law Policies for more detailed information.

MHA, as a historically Christian institution rooted in expository Bible teaching, holds to a traditional Christian biblical understanding concerning marriage and sexuality: All people are created in the image of God and thus possess an innate human dignity that must be acknowledged and respected. God created humans in his image as male and female. Chastity in singleness and fidelity in marriage between a man and a woman is the biblical standard which believers are called. At the same time, we acknowledge the complexity of issues surrounding human sexuality, and desire to maintain this biblical teaching with love, humility, prayerfulness, and convicted civility. MHA seeks to create a grace-filled climate where each person is treated with love and respect within a caring community. Those who work as Ministerial staff must agree with MHA's position. Those who work under the Ministerial Support designation must understand and respect Mount Hermon's position.

MHA prohibits any form of sexual misconduct. Sexual misconduct is a broad term encompassing any unwelcome behavior of a sexual nature that is committed without consent or by force, intimidation, coercion, or manipulation and may result in immediate termination and/or referral to the appropriate legal authorities.

