



## **Director of Summer Programs**

Nuhop Center for Experiential Learning  
Full Time Year Round Leadership Position  
Target Start Date: July 2026

### **Position Purpose**

The Director of Summer Programs provides strategic and operational leadership for Nuhop's summer camp and respite programs. This role is responsible not only for delivering an exceptional camper experience, but also for growing enrollment, strengthening partnerships, and evolving the program model to meet the needs of youth and families.

This is a year-round leadership role that blends program design, staff leadership, marketing engagement, and relationship development. The Director serves as a key ambassador for Nuhop, building meaningful connections with families, social service agencies, and clinical professionals throughout the Midwest.

### **Core Leadership Responsibilities**

#### **Program Leadership and Innovation**

- Design, implement, and continuously evolve Nuhop's summer camp model
- Ensure programming aligns with Nuhop's mission and experiential learning philosophy
- Develop and evaluate a scaffolded program model annually
- Use camper and family feedback, along with outcome data, to drive innovation
- Maintain high standards in safety, inclusion, and camper experience

## **Enrollment Growth and Outreach**

- Lead a proactive, relationship driven enrollment strategy
- Build and maintain partnerships with:
  - Social service agencies
  - Schools and districts
  - Psychologists, therapists, and clinicians
  - Parent networks and advocacy groups
- Represent NuHop at conferences, events, and community gatherings
- Travel throughout the Midwest during the off season to expand reach and visibility
- Develop and execute engagement opportunities in key markets

## **Marketing and Engagement Strategy**

- Collaborate with internal teams to build a strong, consistent summer camp marketing campaign
- Contribute to messaging, storytelling, and outreach strategies
- Support digital and in person engagement efforts that connect with both private pay and agency families
- Identify new markets and opportunities for program expansion

## **Partnership with Development Team**

- Work closely with the Development Team to increase access to camp
- Support efforts to secure funding, sponsorships, and scholarships
- Help communicate impact stories and program outcomes to donors and partners
- Identify opportunities to reduce barriers to participation

## **Staff Recruitment and Leadership**

- Lead recruitment strategy for summer staff across the Midwest
- Build strong pipelines through colleges, universities, and professional networks
- Hire, train, and supervise seasonal leadership and program staff
- Design and implement a comprehensive staff training experience
- Foster a strong culture of accountability, support, and professional growth

## **Summer Operations**

- Oversee all aspects of summer program execution

- Supervise staff, manage camper placements, and ensure program quality
- Lead behavior management systems and support staff in implementation
- Maintain strong communication with families, caregivers, and agency partners
- Ensure smooth logistics across scheduling, programming, and camper care

### **Customer Experience and Community Building**

- Create a welcoming, engaging experience for campers and families from first contact through post camp follow up
- Serve as a primary relationship builder with families and partners
- Ensure timely and responsive communication
- Build a strong sense of belonging and community within the camp environment

### **Data, Evaluation, and Continuous Improvement**

- Develop and implement tools to measure camper outcomes and family satisfaction
- Use data to inform program decisions and future growth
- Regularly assess program effectiveness and staff performance
- Share insights with leadership to guide strategic direction

### **Key Performance Indicators**

Success in this role will be measured through:

- Year over year growth in summer camp enrollment
- Expansion of partnerships with agencies and referral networks
- Increased engagement with private pay families
- Staff recruitment, retention, and performance
- Camper and family satisfaction and outcomes
- Contribution to fundraising and access initiatives

### **Professional Requirements**

- Bachelor's degree in Education, Psychology, Recreation, or related field
- Experience in camp leadership, youth development, or experiential education
- Demonstrated success in program development and team leadership
- Strong relationship building and communication skills
- Ability to manage multiple priorities in a dynamic environment
- Willingness to travel extensively during the off season
- Commitment to Nuhop's mission and values

## **Work Environment**

- Year round position with seasonal intensity during summer months
- On site leadership required during camp sessions, including on call responsibilities
- Travel expected during fall, winter, and spring for outreach and recruitment

## **The Opportunity**

This is a unique opportunity to lead and grow a mission driven summer program that has a lasting impact on youth and families. The Director of Summer Programs will play a critical role in shaping the future of Nuhop's summer experience while expanding its reach and accessibility.