



# EXECUTIVE DIRECTOR

## YEAR-ROUND JOB DESCRIPTION

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### Position Details

**Reports To:** Board of Directors

**Start:** Fall 2024

**Compensation:** \$80,000 - \$120,000 annually, 20+ vacation days and health benefits.

### About Camp Mini-Yo-We

Camp Mini-Yo-We is a Christian summer camp and year-round retreat centre located in Muskoka on beautiful Mary Lake. We host roughly 2300+ campers every summer and another 50+ guest groups throughout the year. We have a rich history as one of Ontario's premier summer camps since we opened in 1946. Our big idea is to develop tomorrow's leaders through life-changing adventures in God's creation.

### About The Executive Director

The Executive Director of Camp Mini-Yo-We is the senior leadership role of the ministry and is responsible for guiding the organization into its next era of impact and growth. Ensuring that Camp Mini-Yo-We continues to develop tomorrow's leaders through life-changing adventures in God's creation, the Executive Director is entrusted with the overall stewardship of Camp's mission, culture, and financial sustainability.

This role is more than just a leadership position—it's a calling to serve a vibrant and diverse community that spans alumni, young leaders, and even the neighbours on the shores of Mary Lake. The Executive Director serves as the primary public face of Camp Mini-Yo-We, building and nurturing relationships within this community to foster a strong, interconnected network that supports and advances the ministry.

As the spiritual pacesetter, the Executive Director is essential in pointing the ministry toward a vibrant faith in and active trust in Jesus Christ. This leader inspires a culture where spiritual growth is a priority, ensuring that every aspect of the Mini-Yo-We experience reflects the love and teachings of Christ.

The Executive Director also carries the weight of ultimate responsibility for everything that happens within the ministry. Whether it's taking accountability for the actions of a 17-year-old summer staff member or stepping in to clean washrooms during the Christmas season so that the facility staff can enjoy some downtime, this role requires a leader who is willing to do whatever it takes to ensure the success and integrity of Camp Mini-Yo-We. This is a position that demands confidence, humility and resilience, with a commitment to leading by example in every situation.

Looking ahead, the Executive Director has the unique opportunity to lead Camp Mini-Yo-We into its 80th year of ministry in 2026. This milestone is not just a celebration of the past but a launching point for the ninth decade of ministry. We look forward to this leader driving the ministry into its ninth decade with vision, passion, and a commitment to excellence!

## Key Responsibilities

### Mission: Ensuring Alignment and Fulfilment of Camp's Core Mission

- **Drive Leadership Development:** Champion the mission of Camp Mini-Yo-We by ensuring all programs and activities are geared toward developing leaders through life-changing adventures in God's creation. Drive efforts to innovate and enhance leadership development opportunities across all age groups and staff levels, fostering an environment where every participant grows in character, and faith.
- **Effective Alignment and Implementation of Strategic Plans:** Develop and execute strategic plans that align with Camp's mission, ensuring continuous improvement and relevance in all aspects of camp life. Lead the marketing and promotion of these plans to ensure success and future growth. Regularly assess and refine programs to better fulfil the mission of developing tomorrow's leaders. This alignment is critical to sustaining the long-term impact of Mini-Yo-We, ensuring that every initiative, from daily activities to long-term strategies, contribute to a unified vision of leadership development.

### Culture: Cultivating an Exceptional Workplace Environment

- **Foster a Premier Work Culture:** Lead by example in cultivating a culture that attracts, retains, and rewards top talent, making Camp Mini-Yo-We a best-in-class organization in Canada for which to work. Encourage behaviours that align with Camp's [six pillars of leadership](#). The quality of the workplace culture directly influences the effectiveness of our leadership development programs and the organization's overall health.
- **Employee Engagement and Development:** Implement initiatives that enhance staff well-being, professional growth, and job satisfaction. Ensure that all team members are deeply connected to Mini-Yo-We's mission and community through regular communication, feedback, and professional development opportunities. A thriving, engaged staff is essential to delivering the life-changing experiences that define Camp Mini-Yo-We.

### Revenue: Leading Financial Growth and Sustainability

- **Chief Revenue Officer:** Take responsibility for driving the organization's financial health, ensuring sustained top-line revenue growth. The financial vitality of Camp Mini-Yo-We ensures that the ministry can continue to expand its reach and impact, offering more opportunities for leadership development.
- **Diversify Revenue Streams:** Develop and implement strategies to diversify and increase revenue, including taking the lead on fundraising initiatives and expanding donor networks, enhancing program offerings, and optimizing the outdoor centre's potential. A diversified revenue base stabilizes the organization and creates opportunities for reinvestment into programs and facilities that further Mini-Yo-We's mission.

## Skill Qualifications

We seek an energetic, forward-thinking leader who has a positive attitude, a passion for youth and developing young leaders, is highly organized, communicates well both verbally and in written form, has attention to detail and enjoys providing above-and-beyond service to others! You must be excited to learn and develop new skills, flexible enough to adjust between duties as priorities change and enjoy working in a fast-paced environment (particularly from May to October).

There will be a strong team around you to train you in the specific responsibilities of the role. The following qualifications are an asset for this position:

- Very strong communication skills, both written and verbal.
- Excellent at building and nurturing relationships with staff and/or volunteers. Maintains regular communication with key stakeholders including campers, their families, guest groups, and the community of alumni and donors.
- Exceptional organizational abilities: plans, proactive to anticipate needs, prioritizes tasks, and maintains focus while managing multiple projects simultaneously.
- Must be flexible and able to adjust quickly to changing priorities.
- Strong servant leadership abilities: supports & motivates staff while also being a team player.
- Able to recruit, train and manage volunteers & staff.
- Proficient in the use of Google Workplace (Gmail, Docs and Sheets) and/or Microsoft Office.
- Experience assessing & providing feedback to assist in positive growth of leaders within the organization.
- Experience in database and online software management. We use the following software set for administration: CampBrain, Donor Perfect, and Formsite. Understanding of this software is not required but is a benefit for applicants.
- Experience using Social Media with an understanding of platforms such as Facebook and Instagram.

## Personal Qualifications

Key to this role is a vibrant faith in Jesus and an active commitment to growing closer to him. You are deeply connected to a local church community. You show “above & beyond” care for others in living out your faith. You have a servant attitude, being both helpful to all and committed to the Camp community. The person in this role must be flexible and able to serve within a multi-denominational Christian community.

Applicants must be willing to sign an agreement and accept the Camp Mini-Yo-We [Statement of Shared Beliefs](#) and [Guidelines for Community Living](#).

## We are a Summer Camp

You have to be excited to live in Muskoka for the summertime and serve alongside hundreds of young people who are developing and growing.

You know that we “work while others play.” We embrace the fact that we have a flexible work arrangement for most of the year, but for the 10-12 weeks of summer, it is “go time” for you and your team.

## Why You Should Work at Camp Mini-Yo-We

- **Incredible Culture** - Camp provides a fun and caring environment that is Christ-centered and includes morning devotions and prayer, monthly all-team meetings, regular meals together on-site and fun community events outside of work hours.
- **Competitive Compensation** - We provide a competitive salary, 20+ days of paid vacation and the option to enrol in our health benefits package. You also receive ten paid personal days when you are sick or need time away for an appointment. Meals are provided during work hours when programs run and the kitchen is open.
- **Established & Experienced** - Camp Mini-Yo-We boasts a nearly 80-year legacy of providing the best-in-class overnight experiences for kids in Canada and worldwide. You will join a growing ministry with an experienced team, strong traditions and a focused mission to develop tomorrow's leaders in our campers and staff.
- **Work That Matters** - Embrace the opportunity to make a difference by providing an exceptional experience for our campers, guests and the broader community. You will have responsibilities that go beyond tasks, and you will see the impact of your work through the ministry.

## Interested? Good... We Need You!

Send us a copy of your **résumé** and a **cover letter (including a description of your Christian faith journey)** telling us a little about yourself and why you are interested in the position.

The contact for this position is Steve Gibson (Board Chair).

- **Email:** [steve@miniyowe.com](mailto:steve@miniyowe.com)