



# SUPPORT FOR JOB SEEKERS AND RECRUITERS

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Tips, tools and suggestions for those on both sides of the search

There were many difficult employment decisions made in 2020. Maybe you were the one who was laid off. Maybe you were the boss who had to deliver the news. Maybe you kept your job, but your teammate didn't. My heart breaks for each of you at the thought of what you walked through over the last several months.



I have hope for you. I have hope that Christian camps and conference centers will be hiring again. Are you ready? Are you visible? I'm asking both of you, the Recruiter and the Job Seeker. Are you ready? Are you visible? ►

Out of curiosity, I did a couple of quick searches online. In October 2020, there were over 16,000 jobs on Indeed that include the word “camp” and over 500 jobs included the words “Christian camp.” As I started scrolling through the Christian posts, I realized many of the job openings are for church youth workers, Christian school positions, team members at youth centers in urban settings, etc. All great ministry opportunities, I’m sure, but not overnight camp as you and I know it. Yes, you’ll find some job openings at traditional summer camps, but you have to scroll through pages of results to locate them.

Job Seeker, it’s daunting to think you must scour pages of search results or flood your inbox with emails for jobs that just aren’t what you’re called to do.

Recruiter, is your job opening lost in the mix of hundreds of dissimilar positions? Are you reaching your target audience — qualified candidates who are passionate about and have experience working in Christian camping ministry?

### **CCCA’s Job Center**

Please let me make the introduction so you don’t miss each other. While I can’t host a party to introduce you face to face, the next best place to connect is through CCCA’s Job Center. I promise you, this is not an infomercial inviting you to make a purchase. I’m going to help you navigate the *free* options.

Job Seeker, you can create a free, 30-day profile on My Job Center ([www.ccca.org/go/job\\_profile](http://www.ccca.org/go/job_profile)). Membership is not required. Your profile will be visible to more than 7,000 CCCA members. You can upload your resume and link to your social media accounts without spending a dime. While you’re at it, search for job openings by category or location by state, and send a copy of your resume directly to the recruiters who posted it. As I’m writing this, there are more than 100 Christian camping jobs posted on the CCCA website. Many are full-time, year-round, paid positions in Illinois, California, Arizona, Michigan, Colorado, New Mexico, Wisconsin, etc. Jobs range from media coordinator, house parents, foodservice manager, to camp director and program specialist. Job Seekers, watch for more updates daily. Need help with your previous My CCCA login credentials? Contact the member relations team at [info@ccca.org](mailto:info@ccca.org) or 888-922-2287.

Recruiter, if your camp/conference center is a CCCA member\* you can log in to our Recruiting Center to view job-seeker profiles for free. Those profiles must be renewed every 30 days, so the pool of candidates stays fresh. No need to purchase a subscription to view resumes and social media links. You can reach out for free to job seekers using the contact information they listed. If you want to publish your job openings to increase the exposure, you won’t pay more than \$169 for a 12-month subscription with unlimited posts. That’s 46 cents a day for one job opening, and we let you add as many openings as you want for no extra charge. If you search for “Christian camp job” on Google, My Job Center on [ccca.org](http://ccca.org) is going to show up first. Will candidates searching for Christian camping jobs find your openings there? On average, our search page gets over 400,000 page views every year. Not sure how to post your job openings? Contact the member relations team at [info@ccca.org](mailto:info@ccca.org) or 888-922-2287. ►





Photo courtesy of Word of Life Fellowship [2019]



Photo courtesy of CRISTA Camps [2019]

# Support for Leaders

## *Resources for those who had to let staff go*

If you were the leader who had to deliver the bad news, we know it has been difficult for you as well. We have resources for you, too, which can be found in My CCCA.

- How Are You Doing, Really? COVID Call recording with Sharon Hersh 8/14/2020 (Find this in the Coronavirus Resources.)
- 2020 Excellence in Training webinar, Staffing During COVID with Angie Criner (Find this in the Excellence in Training archives.)
- 2018 Excellence in Training webinar, Healthy Teams with Dave Marks (Find this in the Excellence in Training archives.)



Photo courtesy of White Sulphur Springs



Photo courtesy of KRISTA Camps (2019)



## Social Media and Job Seeking

Job Seekers, since I mentioned social media links included in profiles, I think it's important for you to consider how they are viewed in the hiring process. According to a 2018 CareerBuilder survey, 70% of employers are researching candidates on social media. They're looking at your communication skills, how you interacted with your previous company's content, what people say about you and to you, whether you convey a professional image, etc. Check out the list at [http://ccca.org/go/hiring\\_social](http://ccca.org/go/hiring_social). Perhaps you've had a lot of free time on your hands and you've posted a lot on Facebook, Instagram and Twitter. Are you setting yourself up for a future employer to seriously consider you?

Whether or not you like or actively use LinkedIn, I thought this was an interesting exercise. I searched LinkedIn for the words "camp director." There are some job openings posted, but then I looked at people's profiles. Am I going to find you? There were nearly 550,000 results. Add the word "Christian" and there are still about 40,000 results. Change up the search words to "camp program director" there are over 300,000 profiles; "camp registrar" revealed more than 160,000 profiles. Are you visible? Some of you are! Results are filtered by the level and number of shared connections. Be sure to update your LinkedIn headline to include keywords and use clear job titles. LinkedIn has some sophisticated searches to generate potential candidates for recruiters, but your profile can still get lost in the results if you don't have mutual contacts.

Are you networking? Even in an online environment, networking is still at the top of the list of best ways to find a job. Who do you know, on or off LinkedIn? Are you staying in touch? Do they know you're looking for a new job in Christian camping? This is such a relational and connected community, who you know matters.

## Job Seeker Tips

Job Seeker, what if I could tell you what recruiters are looking for in candidates? I don't need a crystal ball; I have early access to CCCA's 2020 Compass Survey answers. In early 2020, Christian camp and conference leaders across the country completed three modules for the Compass Survey, our industry benchmarking tool. One of the questions we asked leaders was, "What are the three greatest needs of your camp right now?" Answers about staffing ranked second-highest of total responses. Some of the answers included phrases like, "The right year-round, full-time staff for our camp team," "staff to accomplish mission," "committed staff," "find the best staff," "passionate and competent staff," "great quality staff" and "leadership." COVID didn't change the fact that quality staff are needed.

Job Seeker, are you ready? I know you're ready to serve and earn a paycheck. But, are you ready to promote your skills and communicate online? Maybe you have a couple of years or decades of experience working in Christian camping. Are you representing yourself well through your resume, your social media accounts and networking opportunities? Is your messaging consistent across all platforms? Are you tailoring your experience and expertise for each position you apply for? Our culture is on video calls more than ever before, but are you taking extra time to prepare for professional interviews online?

Here are a couple resources to help you spruce up your resume and communicate well online.

- What to avoid on social media:  
[www.ccca.org/go/hiring\\_social](http://www.ccca.org/go/hiring_social)
- Succeeding on Zoom interviews:  
[www.ccca.org/go/zoom\\_interview](http://www.ccca.org/go/zoom_interview)

Don't lose heart. Don't give up. Stay connected. It may have been several months since your job in camping ended, and you're still grieving. Please don't dismiss this grief; take the time to mourn. Here are several resources to help you navigate the emotions and circumstances around job loss.

- Bouncing back after losing a job:  
[www.ccca.org/go/bounce\\_back](http://www.ccca.org/go/bounce_back)
- Making sense of the future:  
[www.ccca.org/go/future](http://www.ccca.org/go/future)
- Practical tools for getting, changing or losing a job:  
[www.ccca.org/go/job\\_tools](http://www.ccca.org/go/job_tools) ►



Photo courtesy of Inspiration Point Christian Camp & Retreat Center (2019)

### Recruiter Tips

Recruiters, did you know that your efforts are combating what camp leaders mentioned as one of the greatest threats to Christian camping? According to results from the 2020 Compass Survey, camp and conference leaders are concerned that they won't have the staff to operate. We asked leaders, "What do you believe are the three greatest threats for your camp in the next five years?" Staffing-related challenges came in at number four, after funding, culture changing and government intrusion. Answers in the Compass Survey state concern around "finding quality hires," "leadership transition" and staff who will be retiring soon. COVID didn't change the need to find experienced candidates.

Recruiter, we also have Excellence in Training webinar recordings for you.

- 2020 Excellence in Training webinar, Staffing During COVID with Angie Criner
- 2019 Excellence in Training webinar, How to Build a Successful Recruiting Strategy with Mark Griffin
- Download all the 2019 and 2020 Recruiting Tips we published in *Flint & Steel* ([www.ccca.org/go/recruit](http://www.ccca.org/go/recruit)).

Job Seeker and Recruiter, I hope you'll both stay connected with CCCA and with each other. CCCA sectional season is just around the corner. Several events are already scheduled to meet in person. Check our website ([www.ccca.org](http://www.ccca.org)) for current information. You might get to meet face to face after all.

My team and I are available to help you post your profiles and jobs on the CCCA website. We'd love to hear from you. ■

*\*Recruiter, if someone shared this article with you and your camp/conference center isn't a Christian Camp and Conference Center member yet, I'd love to help you join CCCA so you can utilize all our resources. Email me at [ebergandine@ccca.org](mailto:ebergandine@ccca.org). I look forward to hearing from you!*



Emily Bergandine serves as director of member engagement at CCCA. She communicates daily with members, providing information, encouragement and excellent service to Christian camps and conferences across the country. She also helps lead CCCA's member recruitment and retention efforts. In her spare time, Emily enjoys cycling, skiing, traveling and photography.