



Lutherrock Program Director NovusWay Ministries Job Description

Mission: *To be places apart for...meaningful experiences, authentic friendships, high adventure, leadership development, and fun in God's creation.*

Vision: *Rooted in Christ's promises, lives are transformed to love and serve.*

Core Values: *To be camper and guest first, we lean into Safety, Care, Joy, Unity, and Inclusivity.*

NovusWay Ministries (NovusWay, Inc.) is a progressive and growing outdoor ministry of the Evangelical Lutheran Church in America located across the southeastern United States that includes the camps and conferencing centers of Lutheridge, Lutherrock, and Luther Springs. Lutherrock Camp and Conference Center is located in Newland, North Carolina on 750+ acres of scenic land.

Qualifications

The Lutherrock Program Director shall be a person committed to Jesus Christ and the church and dedicated to working in a church related organization. They shall have a growing understanding and appreciation for the unique ministry of church camp and conference centers. They shall have experience in camping, outdoor education, and retreat programming along with ability to create programs. They shall have at least five years of experience in supervising staff in these settings with the goal of mentoring, team building, and developing leadership skills while adapting to the program risks and needs to keep the ministry and all guests safe. Formal full pastoral education is welcome in this role though not required. They shall have the ability to effectively use common office equipment and computer programs necessary for the administration aspects of the role. They shall possess a spirit of Christian hospitality and service, graciously engaging with guests and all who are associated with our ministry. The Lutherrock Program Director shall be committed to creative collaboration and teamwork with all Lutherrock and NovusWay Ministries staff to meet program and overall ministry strategies.

Responsibilities

The Lutherrock Program Director is supervised by the Lutheridge+Lutherrock Executive Director (LLED) and shall work toward success in program design and implementation to achieve the goals of faith formation, growth and nurture in all guests; work to grow year round attendance and outreach; work to build a staff team that positively impacts work environment and outcomes; and work to creatively support a marketing plan to promote the ministry and share our impact story in congregations, synods, with guests and in community settings to raise awareness and funding for the ministry. The Lutherrock Program Director shall have the following specific responsibilities:

1. Programs and Partnerships

- Design and implement all programming at Lutherrock in collaboration with the LLED and with the NovusWay Chief Communications Officer. Programs shall be Christ-centered and meet the needs of youth, adults, and families.

- Coordinate with the other ministry sites' program directors to increase impact and develop shared vision along with developing standards of excellence for all NovusWay Ministries programs. Apply the shared vision and standards to Lutherock programming.
- Oversee planning, management, and implementation of all programming at Lutherock. Lead program development through the board approved framework so each program follows a marketing and business plan.
- Supervise daily summer camp program elements to include but not limited to Bible study, music, arts & crafts, hiking, rock climbing, rafting, games, caving and outings – ensuring that Lutherock is a safe, fun, positive, and Christ-centered experience for all program attendees.
- Promote programming in collaboration with NovusWay communication and marketing teams, including but not limited to congregational visits, community events, summer program schedule, copy writing, Lutherock branded collateral, and social media engagement. Travel each year to increase the number of churches we reach.
- Work toward opportunities for revenue growth in “partnership programs” where Lutherock staff serve as hosts and facilitators rather than program leaders.

2. **Program Safety and Risk Management**
 - Hire, train, schedule, and supervise all programs related staff and volunteers for all Lutherock programs, outdoor education, and other as needed on-site program activities. To include coordination of vehicle needs and drivers with Lutheridge+Lutherock executive director.
 - Ensure that programming and site complies with all American Camp Association (ACA) standards as well as applicable local, state and, federal laws. Lead ACA accreditation process at Lutherock. Work in collaboration with other directors and staff as necessary during accreditation renewal.
 - Coordinate risk management and safety standards with program staff and program guests. This includes training staff and ensuring that certifications and license requirements are in place.
 - Responsible for relationship management within the constituency through communication of the proper systems and procedures to pastors, parents, and volunteers.
 - In conversation with the LLED and following the NovusWay Ministries emergency and crisis plans, respond as appropriate when accidents/incidents occur.
3. **Hospitality and Guest Services**
 - Provide on-site hospitality and guest services for hosted ministry groups. This may include pre-arrival communication, set-up, check-in, housekeeping, and cooking.
 - Hire, train, schedule, and supervise part-time guest services staff.
 - Serve in on-call staff rotation for hosted ministry groups.
4. **Outreach**
 - Assist with volunteer projects by building positive relationships with volunteers while helping to provide support and direction to volunteers as they undertake ministry projects.
 - Establish relationships in the local community and in the regional constituency along with program vendors to build a positive working relationship and reputation for Lutherock and NovusWay Ministries.
 - Foster Lutherock donor relationships of time and financial gifts in partnership with the LLED and the Chief Development Officer, to include churches, community groups and individuals.
 - Other responsibilities in support of all NovusWay Ministries sites, programs, and staff as needed or as directed by the LLED.
5. **Administration**
 - Participate in staff meetings and training events at Lutherock and with the broader NovusWay Ministries organization as required.

- Work closely with the registration team to ensure an efficient and effective program registration and guest reservation process.
- Manage the Lutherock program budget in compliance with business office systems/procedures and participate in the annual budgeting process jointly with the LLED.
- Manage Lutherock camp store.
- Support the LLED in the NovusWay Ministries strategic plan process. Develop internal Lutherock Program annual plans and lead program staff to accomplish and to meet Lutherock strategies in support of overall NovusWay Ministries goals.

Support

- An annual performance review shall be provided by the LLED.
- The Lutherock Program Director will be a member of, lead, and/or develop various teams and committees to help accomplish the role. These may include but are not limited to the *NovusWay Program Team, Lutherock Master Plan Team, and NovusWay Ministries Budget Team*.

Compensation and Benefits

- The Lutherock Program Director shall be a Category 1/ Exempt position.
- Salary commensurate with experience and effectiveness. Range begins at \$49,000.
- On-site housing is provided and is a requirement of employment.
- Health, dental, disability insurance, pension, paid time off, and annual continuing education provided according to provisions of the NovusWay personnel policies.