

**Wisconsin Lions Camp**  
**A Project of the Wisconsin Lions Foundation, Inc.**

*Job Title*

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Outreach Director

*Responsible To*

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Public Relations Manager, Camp Director

*Summary*

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The Outreach Director will work with the Public Relations Manager to manage all aspects of PR for the Summer Camp Program, including tours, photos, interviews, photo and video editing and creating promotional materials.

*Required Qualifications*

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1. 18 years of age or older.
2. Ability to live on-site.
3. Sufficient visual, auditory, communicative, and cognitive abilities to perform essential functions of the position.
4. Knowledge of and experience working with cameras, video cameras and other PR equipment.

*Preferred Qualifications*

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1. Experience in working with children and adults who have disabilities.
2. Leadership experience.
3. Two years of college education or experience in the field of camping.
4. CPR, AED and First Aid certification.
5. Lifeguard certification.
6. Valid Driver's License.

*Essential Functions*

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1. Relate to and communicate well with campers, staff and visitors to conduct interviews, photograph and give tours to all participants.
2. Respond to environmental and other hazards related to the Camp.
3. Receive and follow general instructions; plan, lead, and participate in meaningful public relations activities, assist the camp with achieving camper goals and objectives, and ensure a positive camping experience for each camper.
4. Observe camper behavior and assess its appropriateness and enforce necessary safety regulations. Use effective discipline techniques, behavior management plans, and strategies for working with children with disabilities.
5. Stand for extended periods of time when required.
6. Represent Wisconsin Lions Camp professionally at all times.
7. Contribute to a positive camp atmosphere by being respectful to others, the Camp and yourself.

*Specific Responsibilities*

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1. The Outreach Director must:
    - Take a variety of photos and videos of all camp activities, respecting those campers who do not give PR permission.
    - Edit and use those photos and videos for social media, websites, and other forms of media including but not limited to slide shows, Prezi presentations and other promotional materials.
    - Work with the Public Relations Manager to provide tours to assigned groups.
    - Take and order camper cabin photos with the Summer Secretary.
    - Post and publish photos and/or text on social media pages in cooperation with the Public Relations Manager and Camp Director.
    - Assist the Public Relations Manager and Camp Director in all other public relations or media needs.
    - Attend and contribute to all staff and specialist meetings.
  2. Greet parents and campers on arrival and departure day, while performing arrival/departure duties as assigned by administrative staff.
  3. Submit weekly feedback form.
  4. Work as a unit pal when available, assisting with camper supervision and program activities.
  5. Live with a group of 6 to 8 campers. This requires the Outreach Director to be a positive role model for the campers and other staff members.
  6. Assume responsibility for each camper's safety and health, assuring them a pleasant camp experience. Help each camper grow and adjust to other campers and to camp life.
  7. Know when to ask for assistance and support fellow staff.
  8. Maintain the confidentiality of campers and staff relating to issues such as health, behaviors, and other situations that may arise.
  9. Assist with all camp activities, working closely with the administrative staff.
  10. Serve as a lifeguard and/or lookout as assigned by the administrative staff.
  11. Lead and prepare specialized activities with other staff.
  12. Act as a substitute for other staff during the time of an absence as assigned.
  13. Assist in camp emergencies or other situations as directed by administrative staff.
  14. Assist with camp clean up after each group departs.
  15. Other duties as assigned.
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*Revised 11/16*