

**Texas Lions Camp, Inc.**  
Job Description  
Marketing Communications Specialist

**Education and/or Experience**

Bachelor's degree (B. A.) from four-year college or university; or one to two years related experience and/or training; or equivalent combination of education and experience.

**Role & Function**

Summary Description: The purpose of the Communications Specialist is to participate in the formulation of TLC's messages and to distribute same to wide and diverse audiences across all forms of digital and printed media.

- Plans advertising and promotional communications projects, including print, electronic, social media, special events, and direct mail, to fulfill those aspects of the marketing plan.
- Functions as producer of film, videotape, and web projects.
- Plans and coordinates production of in-house media channel training programs that have been approved for use by the Camp's administration.
- Assists in development of trade show/promotional events strategies and schedules, and coordinates related promotional project activities. Attends trade shows & special events to represent TLC and achieve desired outcomes.
- Assists in preparation of TLC's marketing plan, media plan, long- and short-term communications strategy and budget.

**Competencies**

To perform the job successfully, an individual should demonstrate the following competencies:

- Design - Generates creative solutions; Translates concepts and information into images; Uses feedback to modify designs; Applies design principles; Demonstrates attention to detail.
- Technical Skills - Assesses own strengths and weaknesses; Pursues training and development opportunities; Strives to continuously build knowledge and skills; Shares expertise with others.
- Customer Service - Responds promptly to customer needs; Solicits customer feedback to improve service ; Responds to requests for service and assistance; Meets commitments.
- Interpersonal Skills - Maintains confidentiality.
- Oral Communication - Speaks clearly and persuasively in positive or negative situations; Listens and gets clarification; Responds well to questions. Ability to speak in public before small and large groups to educate and motivate others to become involved in TLC.
- Written Communication - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs.
- Teamwork - Contributes to building a positive team spirit; Puts success of team above own interests; Supports everyone's efforts to succeed.
- Organizational Support - Follows policies and procedures; Completes administrative tasks correctly and on time; Supports organization's goals and values.
- Strategic Thinking - Develops strategies to achieve organizational goals; Understands



organization's strengths & weaknesses; Analyzes market and competition; Adapts strategy to changing conditions.

- Planning/Organizing - Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Organizes or schedules other people and their tasks; Develops realistic action plans.
- Initiative - Volunteers readily; Undertakes self-development activities; Seeks increased responsibilities.

### **Language Skills**

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

### **Computer Skills**

To perform this job successfully, an individual should have knowledge of Adobe Creative Suite or equivalent; or have a working knowledge of graphics programs making their learning curve for new programs minimal. The individual must also have a working knowledge of and ability to immediately use a web browser and email Internet software as well as the Microsoft Office Suite including MS Word and Excel.

### **Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is regularly required to remain stationary. The employee is frequently required to keyboard.

**Texas Lions Camp, Inc.**  
Corporate Profile

**About TLC**

Corporate Structure - Texas Lions Camp is a non-profit, Texas Corporation headquartered in Kerrville, Texas. TLC is recognized as a charitable organization under 501(c)(3) of the Internal Revenue Code.

Scope - TLC has more than 26,000 constituents and 3,500 donors who support and provide the resources deployed by the organization. With more than 325 Lions participating on 10 standing committees and a voting board of directors of 92, the governance structure of TLC ranks amongst the largest of non-profit organizations in the US. More than 200 employees and 1,000 volunteers join TLC each summer in order to provide services statewide to more than 1,500 children who have special medical conditions.

**Purpose**

Mission Statement - The mission of TLC is to provide without charge, a summer camp, for children who have physical disabilities, type-1 diabetes and cancer regardless of race, religion or national origin.

Goal Statement - Our goal is to create an atmosphere wherein children with physical disabilities, type-1 diabetes, cancer and Down syndrome may experience the "Can Do" philosophy and achieve maximum personal growth and self-esteem.

**Organizational Values**

Purpose - TLC exists in order to invite children - who face tremendous challenges and odds due to their physical disabilities or illnesses - to step into their God-given calling. To operate out of a sense of purpose (a call) while recognizing and calling the potential of others forth are hallmarks of this Value.

Organizational Excellence - A collaborative effort of Extraordinary People, doing Extraordinary things while inviting others to do likewise. We value industry excellence and setting the standard for all other organizations of our scope and type.

We Serve – as a project of Multiple District 2 (the Texas Section) of Lions International, our culture is based upon servant leadership and providing an outlet by which Texas Lions can extend their service to families in their local communities.

Stewardship – Stewardship is twice the responsibility of ownership and requires a greater level of care since we deal with other's valuable possessions. This mission requires that those involved operate out of a servant-mindset and a desire to place the needs of others first.

**History**

TLC was founded in 1949 in response to the polio epidemic that was ravaging the lives of thousands of Texas children. Recognizing that children were losing a sense of their purpose as a result of low self-esteem, Lions began seeking how to intervene to speak a message of hope. From this simple goal, Texas Lions Camp was born.

(Over Please)

Thankfully, a vaccine was developed for polio which eradicated the disease from North America and opened the door for TLC to broaden its mission and purpose to include children with physical disabilities, cancer and diabetes. In that regard, a program for children with type-1 diabetes was added in the 1970's, a robust leasing program was added in the 1990's and programs for children with cancer and Down syndrome were added in the mid 2000's.

### **Operations**

TLC's operations are comprised of four (4) departments on a year-round basis and an additional three (3) departments during the summer months. Each department is directed by a department head who reports to the CEO if full-time or the Director of Operations if seasonal. The professional staff is comprised of 12-18 professionals and the seasonal staff is generally comprised of 155-185 employees.

**Texas Lions Camp, Inc.**  
Employment at TLC

**Abstract**

Texas Lions Camp values its employees as one of the most mission critical components of the organization's capacity for mission fulfillment. The goal of the job search, is to evaluate and create appropriate job matches between applicants and the work assignments needed by TLC, Inc. Our experience indicates that when the match is appropriate, both the employee and the organization experience greater fulfillment and success.

**At-Will Employment**

Employment with TLC is offered At-Will meaning that either the employee or the employer may end the relationship at any time for any reason, or for no reason. A contract of any kind will not be offered, neither express nor implied.

**Employment Core Values**

As an employer, TLC's CEO values D-E-P-T-H of character and espouses while seeking to ennoble the following Core Values in TLC employees:

- |                                    |   |
|------------------------------------|---|
| <b>D</b> <u>rive</u> -             | At all times, we relentlessly pursue our mission, bringing all of our giftings, talents, systems and resources to bear to take TLC to the Next Level in its mission.  |
| <b>E</b> <u>xcellence</u> -        | TLC staff members make excellence, not perfection, their goal. Every encounter or tasks is an opportunity to perform with Excellence and advance the mission.   |
| <b>P</b> <u>assion</u> -           | Defined as focused enthusiasm for work that occupies thought, motivation, goals, action and outcomes. Few things are ever "good-enough."  |
| <b>T</b> <u>eam</u> <sup>2</sup> - | TLC employees are in a role that only they can fulfill at the time; therefore, they give it their all for the benefit of others. Successful employees exercise the concept of standing on their own two <sup>2</sup> feet as they discharge the duties in their area of responsibility, the goal of which is to pull their weight so that each member can operate within the context of their giftings. |
| <b>H</b> <u>onest</u> -            | TLC employees place equal or greater emphasis on the interest of others for the purpose of protection, conservation and growth. Employees are tasked with the stewardship of the interest and assets of the organization and others within the context of service and mission.  |

**Texas Lions Camp, Inc.**  
Compensation

**Abstract**

Texas Lions Camp values its employees as one of the most mission critical components of the organization's capacity for mission fulfillment. The goal of the job search, is to evaluate and create appropriate job matches between applicants and the work assignments needed by TLC, Inc. Our experience indicates that when the match is appropriate, both the employee and the organization experience greater fulfillment and success.

**Compensation Package**

- 1) Salary, as determined
- 2) Current Benefits, according to their individuals qualifications for participation
- 3) Paid Time Off (PTO)

**How Salary is Determined**

- 1) Salary Survey and applicant's experience
- 2) Employee salary requirements
- 3) CEO assessments

**Current Benefits**

Benefit programs change from time to time including premiums, coverages, additions and deletions. Certain criteria described within the respective plans must be met in order to qualify for some benefit plans. Currently, TLC's benefits program include, but may not be limited to the following:

- 1) Employee, Group Health Insurance
- 2) Employee, Group Dental
- 3) Flexible Spending Account
- 4) 401(k) Retirement Plan
- 5) Long-term Disability
- 6) Short-term Disability
- 7) Generous, Paid-time Off Accruals
- 8) Generous, Paid Holiday Schedule

# Background Check Authorization

I hereby authorize TEXAS LIONS CAMP or authorized representatives of the company bearing this release to obtain and release any information pertaining to my background, including any of the services noted below, for employment or volunteer purposes. I hereby fully release, indemnify and discharge my prospective employer or other source providing information from any and all claims, liabilities and/or damages arising out of or relating to any investigation of my background for said purposes.

PLEASE PROVIDE 7 YEARS OF RESIDENTIAL HISTORY.  
USE ADDITIONAL PAGES IF NECESSARY.

Name \_\_\_\_\_ Alias/Other \_\_\_\_\_  
(First, Middle, Last - Print Clearly)

Date of Birth \_\_\_\_\_ Social Security # \_\_\_\_\_

(1) Current Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_ County/Parish \_\_\_\_\_

Dates at this Address: From \_\_\_\_\_ To \_\_\_\_\_

(2) Previous Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_ County/Parish \_\_\_\_\_

Dates at this Address: From \_\_\_\_\_ To \_\_\_\_\_

(3) Previous Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_ County/Parish \_\_\_\_\_

Dates at this Address: From \_\_\_\_\_ To \_\_\_\_\_

Applicant Signature \_\_\_\_\_ Date \_\_\_\_\_

Witness Signature \_\_\_\_\_ Date \_\_\_\_\_



# Texas Lions Camp, Inc.

## Employment Application

### Applicant Information

Full Name: \_\_\_\_\_ Date: \_\_\_\_\_  
*Last First M.I.*

Address: \_\_\_\_\_  
*Street Address Apartment/Unit #*

\_\_\_\_\_  
*City State ZIP Code*

Phone: \_\_\_\_\_ Email \_\_\_\_\_

Date Available: \_\_\_\_\_ Salary Requirements: \$ \_\_\_\_\_

Position Applied for: \_\_\_\_\_

Are you a citizen of the United States? YES  NO  If no, are you authorized to work in the U.S.? YES  NO

Have you ever worked for Texas Lions Camp? YES  NO  If yes, when? \_\_\_\_\_

Have you ever been convicted of a felony? YES  NO  If yes, explain: \_\_\_\_\_

### Education

High School: \_\_\_\_\_ Address: \_\_\_\_\_

From: \_\_\_\_\_ To: \_\_\_\_\_ Did you graduate? YES  NO  Diploma: \_\_\_\_\_

Trade school: \_\_\_\_\_ Address: \_\_\_\_\_

From: \_\_\_\_\_ To: \_\_\_\_\_ Did you graduate? YES  NO  Degree: \_\_\_\_\_

College/University: \_\_\_\_\_ Address: \_\_\_\_\_

From: \_\_\_\_\_ To: \_\_\_\_\_ Did you graduate? YES  NO  Degree: \_\_\_\_\_

College/University: \_\_\_\_\_ Address: \_\_\_\_\_

From: \_\_\_\_\_ To: \_\_\_\_\_ Did you graduate? YES  NO  Degree: \_\_\_\_\_

College/University: \_\_\_\_\_ Address: \_\_\_\_\_

From: \_\_\_\_\_ To: \_\_\_\_\_ Did you graduate? YES  NO  Degree: \_\_\_\_\_

## Licenses & Certifications

Please list all licenses or certifications you currently hold or have held:

License \_\_\_\_\_ From: \_\_\_\_\_ To: \_\_\_\_\_ Issued by: \_\_\_\_\_

License \_\_\_\_\_ From: \_\_\_\_\_ To: \_\_\_\_\_ Issued by: \_\_\_\_\_

License \_\_\_\_\_ From: \_\_\_\_\_ To: \_\_\_\_\_ Issued by: \_\_\_\_\_

Certification \_\_\_\_\_ From: \_\_\_\_\_ To: \_\_\_\_\_ Issued by: \_\_\_\_\_

Certification \_\_\_\_\_ From: \_\_\_\_\_ To: \_\_\_\_\_ Issued by: \_\_\_\_\_

Certification \_\_\_\_\_ From: \_\_\_\_\_ To: \_\_\_\_\_ Issued by: \_\_\_\_\_

Certification \_\_\_\_\_ From: \_\_\_\_\_ To: \_\_\_\_\_ Issued by: \_\_\_\_\_

Certification \_\_\_\_\_ From: \_\_\_\_\_ To: \_\_\_\_\_ Issued by: \_\_\_\_\_

## References

Please list three professional references:

Full Name: \_\_\_\_\_ Relationship: \_\_\_\_\_

Company: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

Full Name: \_\_\_\_\_ Relationship: \_\_\_\_\_

Company: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

Full Name: \_\_\_\_\_ Relationship: \_\_\_\_\_

Company: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

## Previous Employment

Company: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ Supervisor: \_\_\_\_\_

Job Title: \_\_\_\_\_ Starting Salary: \$ \_\_\_\_\_ Ending Salary: \$ \_\_\_\_\_  
(optional) (optional)

Responsibilities: \_\_\_\_\_

From: \_\_\_\_\_ To: \_\_\_\_\_ Reason for Leaving: \_\_\_\_\_

May we contact your previous supervisor for a reference? YES NO

\_\_\_\_\_

\_\_\_\_\_

Company: \_\_\_\_\_ Phone: \_\_\_\_\_  
Address: \_\_\_\_\_ Supervisor: \_\_\_\_\_  
Job Title: \_\_\_\_\_ Starting Salary: \$ \_\_\_\_\_ Ending Salary: \$ \_\_\_\_\_  
(optional) (optional)

Responsibilities: \_\_\_\_\_

From: \_\_\_\_\_ To: \_\_\_\_\_ Reason for Leaving: \_\_\_\_\_

May we contact your previous supervisor for a reference? YES NO

\_\_\_\_\_  
\_\_\_\_\_

Company: \_\_\_\_\_ Phone: \_\_\_\_\_  
Address: \_\_\_\_\_ Supervisor: \_\_\_\_\_  
Job Title: \_\_\_\_\_ Starting Salary: \$ \_\_\_\_\_ Ending Salary: \$ \_\_\_\_\_  
(optional) (optional)

Responsibilities: \_\_\_\_\_

From: \_\_\_\_\_ To: \_\_\_\_\_ Reason for Leaving: \_\_\_\_\_

May we contact your previous supervisor for a reference? YES NO

**Military Service**

Branch: \_\_\_\_\_ From: \_\_\_\_\_ To: \_\_\_\_\_

Rank at Discharge: \_\_\_\_\_ Type of Discharge: \_\_\_\_\_

If other than honorable, explain: \_\_\_\_\_

**Disclaimer, Release and Indemnity Agreement**

*CAUTION: This is a legally binding document.*

*I understand that an investigative report will be requested for information concerning my character, work habits and abilities, general reputation, criminal history and driving record. And, that such information will be sought through prior employers, references, internet and/or law enforcement agencies. I give my consent, and agree to forever release, indemnify and hold harmless cooperating organizations or persons as well as Texas Lions Camp, Inc. and its employees, servants, directors and officers from any and all liability arising from such investigations and reports.*

*If this application leads to employment, I understand that false or misleading information in my application or interview may result in my release. Further, I understand that acceptance of an offer of employment does not create a contractual obligation upon Texas Lions Camp, Inc. to continue to employ me in the future and that all employment with the Texas Lions Camp, Inc. is "At Will" which means that either party can terminate the employment relationship at any time with or without cause.*

*If employed, I agree that the Texas Lions Camp, Inc. may take pictures, use my likeness, audio and/or video recordings of my participation in Camp programs and activities for use in Camp publications that is consistent with the interests of the Camp and that I will not be compensated for such uses. I certify that my answers on this application are true and complete to the best of my knowledge.*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_