



## NORTHWEST AVALANCHE CENTER

444 NE RAVENNA BLVD | SUITE 403 | SEATTLE WA, 98115

T: 206.909.0203 | www.nwac.us

### Job Announcement: Outreach Coordinator

May 21st, 2018

#### BACKGROUND

The Northwest Avalanche Center (NWAC) is a collaborative effort between the US Forest Service Northwest Avalanche Center and the nonprofit Northwest Avalanche Center. The Northwest Avalanche Center exists to increase avalanche awareness, reduce avalanche impacts, and equip the community with mountain weather and avalanche forecasts, education, and data. This position is funded and managed by 501(c)3 non-profit arm of NWAC.

#### POSITION SUMMARY

We are currently seeking an Outreach Coordinator (OC) to manage fundraising and outreach events in addition to NWAC social media platforms. This position is split into three overlapping roles:

##### Events Management

The purpose of NWAC events is to engage and build community as well as fundraise for the center. NWAC events range from intimate gatherings to full day conferences, to 800 person parties. The Outreach Coordinator will be responsible for all the tactical elements of event planning, day-of coordination, and post event tracking. The OC will also cultivate, promote, and staff volunteers at events put on by local partners to benefit NWAC.

##### Trailhead Outreach Coordination

The NWAC Trailhead Outreach program began two years ago to reach audiences unfamiliar with NWAC resources. NWAC staff and volunteers engage with users at popular trailheads, gather information via a survey, and provide resources to users. The OC will be responsible for coordinating 50 volunteers and preparing Trailhead Outreach Events for a minimum of 14 winter weekends across our forecast area in WA and N. Oregon.

##### Social Media

In any given timeframe, NWAC social media platforms will include posts on avalanche hazards, fundraising parties, and educational offerings among others, and the Outreach Coordinator will deftly alternate tone to accommodate all messaging. The OC will work with NWAC staff including the Executive Director, Development and Communications Manager, Forecasters, Education and Outreach Manger, and Professional Observers, to find, curate, and create new content that appeals to a variety of users.

#### PRIMARY RESPONSIBILITIES

- Oversee all aspects of event coordination including: create programming, book vendors, manage volunteers, record sponsor donations, track and prepare event kits, and be the event point person
- Facilitate Trailhead Outreach trainings, identify lead volunteers, and coordinate volunteer signups ensuring that each trailhead event has all the necessary staff and materials, and volunteers have appropriate information; OC must attend a minimum of five events their first season
- Track trailhead event statistics, update and troubleshoot the trailhead survey, and provide monthly reports of state of the program
- Attend and/or staff volunteers to events by others to benefit NWAC with fundraising or outreach
- Create and repurpose content on the NWAC Facebook, Instagram, and Twitter pages. This includes posts on upcoming events, partnership announcements, and articles that are relevant to our users and the current conditions
- Work with the Communications Manager to build a seasonal social media strategy and grow NWAC online presence
- Work with partners to publicize events and build co-branded marketing content





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- Oversee over 200 volunteers and assign to suitable positions within NWAC

#### ADDITIONAL RESPONSIBILITIES

- Present Trailhead Outreach summaries to the NWAC Board of Directors and other partners upon request
- Clean and summarize trailhead data at the end of the season
- Occasional office admin duties
- Manage [info@nwac.us](mailto:info@nwac.us) email

#### REQUIRED QUALIFICATIONS

- Enthusiasm for event facilitation and engaging with the public
- Experience planning and coordinating events
- Strong attention to detail
- Strong interpersonal, verbal, and written communication skills
- Demonstrated interest and enthusiasm for creating and curating social media content
- Passion for snow sports and avalanche education/safety, (prior backcountry experience and avalanche education is not a required qualification for this position)
- Comfort with spending time in snowy/cold environments

#### RECOMMENDED SKILLS

- Experience with Salesforce, Form Assembly, web design
- Video and/or photography skills
- Experience with media analytics
- Experience working in non-profits/fundraising

#### WORKING CONDITIONS

- The job is based at the Northwest Avalanche Center's future office in North Bend, Washington
- This position is full time during the season and part time on the shoulder season totaling 1250 hours (.6 FTE), the hours would be broken down to full time September-Feb | Part time late July, August, March, April, early May
- Many events take place during evenings and weekends, including travel to off-site events and programs—in-season flexibility is expected.

#### BENEFITS

- Hourly compensation from \$16 to \$18 depending on experience
- Level 1 or 2 avalanche course
- Opportunities for education and mentorship around backcountry travel and education
- Free and discounted outdoor clothing and gear through industry partners

#### HOW TO APPLY

Interested applicants can send resume and cover letter as PDFs to [charlotte@nwac.us](mailto:charlotte@nwac.us); other formats will NOT be considered. Competitive candidates will submit a focused cover letter that includes your vision of this role. Please write *Outreach Coordinator* in the subject line of your email.

Applications will be accepted through June 18th, 2019, interviews will take place July 1<sup>st</sup> and 2<sup>nd</sup> in Seattle. Expected start date is mid-July.

