



JOIN THE TEAM



Outreach Coordinator

#MindTheZone Safety and Awareness Campaign, Lake Union, Seattle, WA

Summer Seasonal, Part-Time Employee Position, Field-based work

Mid-May through Mid-September 2024

Do you love boating, paddling, or spending time on Lake Union? Do you enjoy interfacing with the public? Do you excel at IRL marketing and communications? This opportunity may be for you!

The **#MindTheZone** campaign, an initiative of the **Recreational Boating Association of Washington**, was launched in the summer of 2022 to support a state safety initiative on Lake Union in Seattle, WA, and is now co-funded by the City of Seattle and the State of Washington. The **#MindTheZone** Campaign Director ("Director") will direct and supervise this role.

The **Outreach Coordinator** ("Coordinator") will assist with driving awareness of the seaplane advisory buoys located on Lake Union, Seattle, WA, that are in place each summer from Memorial Day through Labor Day. The Coordinator will use local business engagement, land-based public outreach, and targeted outreach events to ensure water-goers stay safe on Lake Union each summer.

The Outreach Coordinators' role is primarily self-directed and field-based. The Coordinators' primary objective is to maximize outreach and awareness of the campaign on Lake Union this summer. Tools and materials will be provided to help you achieve success. The coordinator will assist in outreach focused on lake users and lakeside businesses through events and experience-based activities. To achieve effective campaign awareness, this role requires someone who possesses a bright and cheery demeanor, is comfortable interacting with the public, and loves outdoor recreation. The Coordinator will also assist the Campaign Director with recording public interactions and creating social media content for the campaign.

Daily Responsibilities:

- Engagement of local Lake Union businesses and training their summer staff on the seaplane advisory buoys and the #MindtheZone campaign.
- Outreach geared towards individuals at Lake Union watercraft launch points and pocket parks sharing #MindTheZone message.
- Facilitate outreach opportunities at select events and experience-based opportunities.
- Support continuous process improvement to maximize efficiencies and provide the best awareness for Lake Union businesses and water-goers.
- Assist the director with creating social media content.
- Record and report interactions for tracking purposes.

Requirements:

- This role will primarily work Wednesdays through Sundays (emphasizing weekend days) when Lake Union has heavy activity. Work hours will fluctuate between 15-20 hours per week, up to 5 days per week. Outreach is land-based and not performed on Lake Union. The Coordinator will be expected to work days during holiday weekends (Memorial Day, July Fourth, and Labor Day).
- Schedule flexibility may sometimes be necessary, depending on the weather and event schedule.
- With guidance from the Director, the Coordinator will work independently and must be reliable, organized, and responsive.
- An outgoing and well-spoken personality to approach businesses and the public is a must.
- Familiarity with the Lake Union area and enjoys safely recreating on the lake by paddle, sail, or power.
- Ability to assist the Director in photography and videography to support social media content creation.
- Possess a personal smartphone and computer to communicate effectively digitally and by voice with the Director.
- Must have available and reliable transportation to move around the perimeter, parks, events, and businesses of Lake Union effectively and efficiently with marketing materials and supplies.
- A high school diploma, at a minimum, is required.
- All applicants must be in good standing and are not debarred, suspended, or otherwise ineligible by the Federal Government.

Application Process:

Please email a resume and letter of interest to mindthezone@rbaw.org. This position will be open until filled. Interviews begin on April 15, 2024.

Wage Range and Benefits:

This hourly position pays \$25-30/hr, commensurate with experience and schedule availability. It is a part-time employee position; no benefits or leave time are provided.

Equal Opportunity Employer Statement:

The Recreational Boating Association of Washington does not discriminate against any employee or applicant for employment because of race, color, age, sex, marital status, sexual orientation, gender identity, political ideology, creed, religion, ancestry, national origin, honorably discharged veteran or military status or the presence of any sensory, mental or physical handicap, disability, pregnancy, or any other protected characteristic as outlined by federal, state, or local laws unless based upon a bona fide occupational qualifications.