



NORTHWEST AVALANCHE CENTER
444 NE RAVENNA BLVD | SUITE 403 | SEATTLE WA, 98115
T: 206.909.0203 | www.nwac.us

Job Announcement: Communications Coordinator

August 6th, 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 mission of NWAC is to save lives and reduce the impacts of avalanches on recreation, industry, and transportation in the Cascade and Olympic Mountains of Washington and Northern Oregon through mountain weather and avalanche forecasting, data collection and education. This position is funded and managed by 501(c)3 non-profit arm of NWAC.

POSITION SUMMARY

In addition to the weather and avalanche forecast, NWAC uses multiple social media platforms to inform, educate, and connect with our users. The Communications Coordinator will work to ensure that NWAC's voice and messaging is consistent and in line with our guidelines across our online presence. In any given timeframe, NWAC social media platforms will include posts on avalanche hazards, fundraising parties, and educational offerings among others, and the Communications Coordinator will deftly alternate tone to accommodate all messaging. The Communications Coordinator will work with NWAC staff including the Executive Director, Development and Communications Manager, Forecasters, Education and Outreach Manger, and Professional Observers, to find and create new content that appeals to a variety of users.

PRIMARY RESPONSIBILITIES

- 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
- Ensure NWAC media communications are in-step with the issued forecast and conditions
- Work with the Communications Manager to build a seasonal social media strategy and grow NWAC online presence
- Create a 2018/2019 social media calendar for Facebook, Instagram, and Twitter
- Track engagement and assess reach in social media posts
- Draft bi-monthly newsletters with NWAC updates and letters to donors/members

ADDITIONAL RESPONSIBILITIES

- Attend events held by others in support of NWAC
- Work with partners to publicize events and build co-branded marketing content
- Assist with NWAC events including onsite event management

REQUIRED QUALIFICATIONS

- Strong interpersonal, verbal, and written communication skills
- Demonstrated interest and enthusiasm for creating and curating social media content
- Experience using or managing social media platforms; this includes cross-platform management tools such as Hootsuite
- Passion for snow sports and avalanche education/safety (prior avalanche education is not a required qualification for this position)





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RECOMMENDED SKILLS

- Experience with media analytics
- Experience working in non-profits/fundraising
- Experience with Salesforce

WORKING CONDITIONS

- The job is based at the Northwest Avalanche Center's office near Green Lake in Seattle, Washington
- This is a six to seven-month position from September to March
- The Communications Coordinator works approximately 20 hours/week with occasional evening and weekend responsibilities, including travel to off-site events and programs—in-season flexibility is expected

BENEFITS

- Hourly compensation from \$14 to \$16 depending on experience
- Level 1 or 2 avalanche course
- 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; other formats will NOT be considered. Competitive candidates will submit a focused cover letter that includes your vision of this role. Please write *Communications Coordinator* in the subject line of your email.

Applications will be accepted through August 24th, 2018. The expected start date is mid-September 2018.

