



Northwest Avalanche Center

NWAC Communications Internship

September 5, 2018

Mission Statement

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 impact 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. Specifically, NWAC is working to equip and empower our community to recreate in the wintertime mountains.

Background

The nonprofit arm of NWAC fundraises in a number of ways to promote the mission of NWAC. A significant portion of NWAC income is raised at NWAC sponsored events, through digital campaigns and via the membership program. Additionally, NWAC attends other community-sponsored events to promote avalanche safety and awareness.

Internship Description:

The Northwest Avalanche Center is seeking an intern to assist the Communications Team with social media marketing for the 2018-2019 season. More specifically, we desire an individual who has experience with photography, video creation or audio-visual technical expertise and an interest in digital marketing. Interested applicants must be willing to dedicate time consistently each week (approx. 10-15 hours), including working at least one day each week at the NWAC nonprofit office in Green Lake area (Seattle, WA). Additionally, interested applicants should be willing to attend and assist at NWAC-hosted and relevant partner events, which usually occur in the late-afternoon and evening hours or during the weekend. While this is an un-paid position, this is an excellent opportunity to work in a professional environment and gain nonprofit, outdoor industry, and avalanche safety experience.

Responsibilities:

- Assist the Communications Team in creating, curating and publishing digital content to NWAC's social media pages
- Document events hosted by NWAC and relevant community partners via photography, video, Instagram stories, live streams and written recaps
- Participate in development of the digital marketing strategy, optimizing social reach and collating outcome metrics to determine impact of social media efforts
- Draft bi-monthly newsletters on MailChimp with NWAC updates and letters to donors/members
- Brainstorm and implement creative approaches to build the NWAC brand, enhance member engagement on NWAC's social pages and to foster community
- Contribute to ad-hoc projects and assist the Communications Team, as needed

Required Qualifications

- Interest in snow sports and avalanche education/safety
- Proficient user of social media platforms (Facebook, Instagram, YouTube, and Twitter)
- Basic computer processing skills including Microsoft Office (Word, Excel, Powerpoint)
- Strong interpersonal, verbal, and written communication skills
- Works well in a collaborative environment, but also knows when and how to take initiative
- Able to handle multiple projects simultaneously, prioritize tasks and be flexible
- Sense of humor!

Recommended Qualifications

- Experience with photography and video
- Interest in marketing, communications, and/or nonprofit work
- Experience with digital media recording and editing platforms
- Experience with social media management platforms, such as Hootsuite, and MailChimp
- Creative

Commitment

- 10-15 hours of weekly availability
- 3-month commitment (potential for longer)
- At least 75% of hours must be in the nonprofit office located in north Seattle

Benefits

At this time, no stipend is available; however, we do offer a fun and relaxed work environment, the opportunity for you to gain exposure to a range of nonprofit and professional skills, and free entry into a number of avalanche education opportunities. NWAC will provide references, work experience, nonprofit skills, and projects to add to your resume. NWAC will offer a certificate to a local Level 1 avalanche class, agreed upon before the start of the position.

Application submission requirements

Please provide a resume and short cover letter (max 400 words) detailing your reasons for applying for this position and availability to Charlotte Guard at charlotte@nwac.us in .pdf form. Only properly formatted applications will be reviewed.

Submission deadline is September 24th.