

## **Beach Ambassador Overview**

A strategy to increase public wellness, the Beach Ambassador Project aims to effectively communicate Lake Michigan beach conditions while increasing water safety awareness and knowledge among the general public. The Beach Ambassador Project is organized by Milwaukee Community Sailing Center, Milwaukee Riverkeeper, Milwaukee Water Commons, the University of Wisconsin Sea Grant Institute, and local water-safety leaders.



## **Job Description 2023**

The Beach Ambassador Team will engage with beach-goers between Bradford and McKinley Beaches, clearly and effectively educating the public about current or potential beach hazards, including rip tides and beach closures due to water quality.

This is a summer/seasonal internship and ambassadors can expect to work 20+ hours per week, afternoons and weekends required. (Approximately 12-15 hours on the beach and 5 - 8 hours supporting the project and the partnering organizations- per week.)

## **Essential Duties and Responsibilities**

- Actively participate in a 2 day, paid, new-employee training and subsequent employee training.
- Effectively and personably share water safety resources (ex: apps, websites) and communicate current water conditions and water safety information to beach goers.
- Work as a team member, actively communicating and coordinating with Beach Ambassador team members, project partners, and Milwaukee County Parks beachfront staff.
- Maintain the Beach Ambassador station and program materials.
- Create and deliver water safety messaging using a range of strategies (Including but not limited to: educational workshops, face to face dialogue, social media, sidewalk chalking, media interviews)
- Assist in recruitment for educational programs.
- Assist with administrative duties to support the overall program including data collection and evaluation.
- Support partnering organizations with community outreach activities. Examples may include water quality testing, tabling at events, educating youth groups, or art programs.

## Qualifications

- 18+ years of age
- Ability to work flexible hours, afternoons and weekends required
- Service-oriented, able to enthusiastically engage the public in focused conversation with targeted communications
- Ability to work outside during a variety of weather conditions
- An interest in water safety and social justice is a must
- Ability to interact safely with the public amidst COVID-19, following safety protocols (to be determined by current public health guidelines).

## Compensation

\$20 per hour- working 20+ hours per week, from June - early September 2023.

## Application Instructions

Applications accepted on a rolling basis.

Applicant review will begin on April 3, 2023.

Please apply here: <https://forms.gle/LBwwpBBsrhtYKGaF7>.

Incomplete applications may not be considered.

## Questions

Please contact Rhonda Nordstrom ([rnordstrom@milwaukeewatercommons.org](mailto:rnordstrom@milwaukeewatercommons.org)) or Teresa Coronado ([teresa@sailingcenter.org](mailto:teresa@sailingcenter.org)) prior to the application deadline with the subject "Beach Ambassador Position".

## Equal Opportunity Statement

The Beach Ambassadors Project is committed to providing equal opportunity to all employees and applicants for employment without regard to age, race, color, religion, sex, national origin, pregnancy, ancestry, creed, marital status, or sexual orientation, and to afford equal opportunities to individuals with disabilities and individuals protected by any other classification provided for in federal, state, or local law. Equal access to programs, services and employment is available to all persons. Those applicants requiring reasonable accommodation to the application and/or interview process are welcomed to notify us. This project will serve socially and culturally diverse residents of Milwaukee. We strive to build a team of employees and partners that represent residents and visitors to Milwaukee. Black, Indigenous, people of color, women, LGBTQ identifying people, and minorities are strongly encouraged to apply.

