Statewide Engagement & Events Coordinator
Position Announcement - February 22, 2022

Compensation: $24.00 - $25.00/hour, full time, non-exempt
Priority Application Date: March 14, 2022

The Organization
Washington is home to extraordinary hiking destinations, including desert dunes, wild beaches, tranquil mountain tops and raging rivers. Washington is also home to a community of people who are passionate about exploring and protecting these places. This constituency—our members and supporters—is key to the future of trails in Washington.

Washington Trails Association (WTA) is the nation’s largest state-based hiking and trail maintenance organization, with 15,000-member households, an online community of more than 100,000, and strong public and private partnerships. Powered by hikers for more than 50 years, WTA works to ensure Washington’s trails stand the test of time, connecting people to the outdoors—from everyday adventures to backcountry explorations. We engage our community as public lands advocates, as trail stewards, and as on-the-ground experts sharing knowledge with fellow hikers. WTA’s strength is in its community and future success depends on fostering an inclusive organization and hiking community, where everyone feels welcome and represented.

Position summary
WTA seeks a Statewide Engagement & Events Coordinator to lead our community outreach efforts to mobilize hikers and everyone who loves the outdoors to explore, steward and champion trails and public lands. The ideal candidate will be a strategic thinker, organized and excited to engage with a wide array of WTA’s communities statewide. They will contribute to the mission of WTA by supporting our strategic campaigns and developing outreach strategies and events that grow and engage our community.

The Statewide Engagement & Events Coordinator is a full time non-exempt position based in WTA’s downtown Seattle headquarters that reports to the Strategic Initiatives Senior Manager and will work collaboratively across all WTA departments.

Primary Responsibilities
Promote and Advance WTA’s Programmatic Campaigns (40%)
WTA’s programmatic campaigns were developed to advance our strategic plan and our vision of Trails for Everyone, Forever. This role will support these four campaigns through the following activities:

● Attend campaign team meetings and provide administrative support to campaign & Strategic Initiatives teams with focus on identifying opportunities to connect the hiking community to priority campaign activities.

● Research partnership and engagement opportunities with organizations and communities, building prospect lists and developing targeted outreach strategies based on campaign priorities.

● Produce content for WTA newsletters, website, social media and Washington Trails Magazine.

● Support WTA’s coalition-based work by representing WTA interests and connecting with appropriate stakeholders.
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Engaging the WTA Community through Events, Outreach, Volunteer Ambassador Opportunities and other priority engagement actions (50%)

This role will also lead the coordination of events and outreach to grow WTA’s community in priority areas and around priority engagement actions. This role will do this through the following activities:

● Manage logistics and publicity for WTA’s statewide outreach events including Hike the State, Washington Trails Day and others as identified.
● Work with WTA’s program teams and Regional Managers to design and implement regional outreach activities (e.g. Trails & Ales, other region-specific events).
● Facilitate targeted recruitment, training and management of WTA’s Volunteer Ambassador program (comprising ~30 volunteers) that supports outreach and occasional small number of advocacy projects.
● Identify ways to efficiently streamline management of WTA’s Ambassador program, including tracking volunteer data, developing and delivering training curriculum, and compiling and maintaining materials for ambassadors to best support campaign priorities.
● Develop and deliver presentations on WTA’s activities at external meetings and events.
● Develop outreach materials (print, digital and presentations) for use by WTA staff and volunteers.

Other duties as assigned (10%)

Job Skills and Experience:
Competitive candidates will highlight the following experience in their application, or express willingness to learn:

● Demonstrated commitment to WTA’s mission and values on diversity, equity and inclusion
● Ability to accept and integrate feedback graciously, and give effective feedback to team members
● Ability to work independently and collaboratively to meet program/organization goals.
● Cultural competency experience and demonstrated ability to work with people of diverse races, ages, genders, abilities and economic backgrounds.
● 3+ years of program coordination, event planning, volunteer management, outreach, community organizing or equivalent experience.
● Ability to set priorities, manage a variety of responsibilities and meet deadlines in an ever-changing environment while maintaining attention to detail.
● Experience developing curriculum, facilitating trainings or providing other educational opportunities.
● Strategic thinker, with the ability to map daily responsibilities to the organization’s mission and goals. This role has an opportunity to help redevelop WTA’s engagement and outreach strategies in a pandemic-altered environment.
● Strong computer skills and proficiency with Microsoft Office and Google Suite.
● Excellent documentation preparation, communication and writing skills.

Location and Schedule
The Statewide Engagement & Events Coordinator position is a full-time, non-exempt position based in WTA’s Seattle office and includes attending in-person events as needed (may include occasional overnights, evenings
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and/or weekends). This position will have a hybrid (in-office/work from home) schedule with required travel for events. Vaccination requirements are in place for WTA staff and volunteers.

Compensation
Compensation starts at $24-$25 per hour, depending on experience. WTA also offers a comprehensive benefits package including medical, dental, vision, retirement, disability, transportation, and holiday, vacation, parental and sick leave.

Diversity, Equity & Inclusion
WTA is committed to advancing equity through our work and to becoming a more inclusive organization. People of color and others with underrepresented identities (including but not limited to: gender identity, class, socioeconomic status, sexual orientation, age, ability, and background) are strongly encouraged to apply.

WTA does not discriminate in employment opportunities or practices on the basis of age, color, gender identity, marital status, honorably discharged veteran or military status, national origin, citizenship or immigration status, political ideology, race, religion, sex, sexual orientation, genetic information, the presence of any sensory, mental or physical disability, status as a victim of domestic violence, sexual assault, or stalking, or any other status or characteristic protected by federal, state or local law.

To apply: Submit a resume and a brief cover letter describing professional and personal experience relevant to the position to jobs@wta.org. Include “Statewide Engagement & Events Coordinator” in the subject line. This position is open until filled with priority given to applications received by March 14, 2022. If you have any questions, please contact jobs@wta.org. View other available jobs at www.wta.org/jobs. We look forward to hearing from you!