



Job Posting Winter 2020-21

Position: Outreach Educator / Team Member
Organization: BC AdventureSmart
Base Location: Revelstoke, B.C.

AdventureSmart is a national, non-profit awareness program uniquely working with the BC Search & Rescue Association focusing on outdoor safety education in the province of BC. The objective is to increase awareness of personal preparedness, safe outdoor activities and practices, in turn helping to reduce the number and severity of search and rescue incidents.

Outreach Educator Duties:

- Increase awareness (three T's) to help reduce the number & severity of SAR incidents
- Provincial travel throughout the Interior and Kootenays (all expenses paid)
- Educate outdoor enthusiasts at public events, trailheads, ski hills (inside and outside)
- Help facilitate and present online presentations via Zoom and Google Meet
- Travel and work flexible hours including weekends
- Create content for social media (i.e. Instagram stories, IGTV)
- Interviews on traditional media platforms including radio and television
- Record and track statistics (i.e. outreach and inventory)
- Meet and collaborate with key partners, stakeholders, government and industry officials
- Tracking expenditures and budget entries
- Generate and present seasonal reports to affiliates
- All applicable Covid-19 precautions will be practiced.



Outreach Educator Qualifications Required:

- Excellent interpersonal and communication skills
- Demonstrated ability to manage and organize multiple, simultaneous priorities
- Proven experience and high proficiency in public speaking
- Proficient use of technology; Apple products, Canva, Google Drive
- Accomplished use of social media platforms
- Perception of marketing and communications strategies/tactics
- Demonstrated professional written and spoken skills
- Be fully licensed with a valid B.C. driver license and provide drivers abstract
- Highly independent, bondable and trust worthy

Outreach Educator Assets:

- *Apply with a friend who has similar education and experience
- Diploma/Degree in; Outdoor Recreation/Tourism Management, Adventure Tourism/Studies, Outdoor Recreation Marketing/Communications/Media
- Outdoor experience (i.e. avalanche awareness, backcountry skiing, snowmobiling)
- Avalanche Skills Training
- Experience coordinating and executing community events
- Familiar with the British Columbia Search and Rescue Association
- Experience with Trello and Smartsheet
- Media experience (i.e. interviews on TV, radio, newspaper)

Hours: Thursday – Monday 8:30am - 4:30pm (flexibility for start/finish)

Duration: Full time, seasonal contract Dec. 3, 2020 – March 29, 2021.

Pay: \$850 per week

Location: Revelstoke, B.C. (base)



Posting closes: October 28, 2020 @ 4:30pm
Start date: December 3, 2020
Interviews: November 2 – 6, 2020 (virtually)

Application Procedure:

Apply to: Sandra Riches, Executive Director

Email: execdirector@adventuresmartbc.ca

Email resume & cover letter, with 'BC AdventureSmart Winter 2020-21 Job Posting – your name in subject line, by October 28, 2020, 4:30 p.m.

Thanks to our provincial partners:

