

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 2025

The Beach Ambassador Team will engage with Milwaukee residents, primarily beach-goers between Bradford and McKinley Beaches, clearly and effectively educating the public about current or potential beach hazards, strategies and resources to stay safe at the beach. 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 per week supporting water safety efforts and the work of the partnering organizations, throughout Milwaukee.)

Essential Duties and Responsibilities

- Actively participate in a 2 day, paid, new-employee training and subsequent employee training, as needed.
- Effectively and personably share water safety resources (ex: apps, websites) and communicate current and potential water conditions and water safety information to beach goers.
- Actively communicate and coordinate with team members, project partners, and Milwaukee County Parks.
- Maintain the Beach Ambassador station and program materials.
- Create and deliver water safety messaging using a range of strategies, both on and off the beach, including but not limited to: educational activities and workshops, face to face dialogue, social media, sidewalk chalking, media interviews, and community outreach events.
- Assist with administrative duties to support the overall program including data collection and evaluation.

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 and walk several miles per shift.
- An interest in water safety and social justice is a must
- Interest and ability to interact professionally and respectfully with the public following current health safety protocols

Compensation

\$20 per hour- working 20+ hours per week, from early June - early September 2025.

Application Instructions

Applications accepted on a rolling basis.

Applicant review will begin on April 18, 2025.

Please apply here: <https://forms.gle/s5WZdtfdpdmcMMRm9>

Incomplete applications may not be considered.

Questions

Please contact Rhonda Nordstrom (rnordstrom@milwaukeewatercommons.org) or Teresa Coronado (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.

