

2026 Lifeguard Recruitment Toolkit

Presented by the Association of Aquatic Professionals



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The Association **for** Aquatic Professionals
by Aquatic Professionals

Introduction

In today's highly competitive labor market, aquatic facilities must be proactive, creative, and strategic to attract and retain high-quality staff. This toolkit offers actionable strategies, ready-to-use templates, and best practices tailored to hiring and retaining:

- Lifeguards
- Swim Instructors
- Water Aerobics Instructors
- Concession Stand Personnel
- Admissions Staff
- Lifeguard Instructors & Instructor Trainers
- Technical Operators for Pools & Equipment

1. Effective Recruitment Strategies

a. Proactive Outreach

- Partner with local schools, colleges, and community groups
- Host job fairs and open houses at your facility
- Offer referral bonuses for current staff
- Leverage social media (Instagram, TikTok, Facebook)

b. Attractive Job Offers

- Competitive pay rates and clear promotion paths
- Flexible, student-friendly scheduling
- Certification reimbursement programs
- “Bring a Friend” hiring initiatives

c. Inclusive Work Culture

- Celebrate diversity and inclusiveness in hiring
- Offer mentorship and leadership opportunities
- Recognize achievements with shout-outs and awards

d. Streamlined Application Process

- Mobile-friendly online applications
- Clear description of roles and expectations
- Rapid response to applicants (within 48 hours)

2. Retention Best Practices

- Regular training and in-service refreshers
- Social events and team-building activities
- Employee recognition programs (Employee of the Month, etc.)
- Opportunities for advancement (e.g., instructor or operator certification)
- Anonymous feedback channels
- End-of-season bonuses or incentives

3. Recruitment Flyer Template

[Facility Name] IS HIRING!

Are you ready to make a difference this summer? Join our team as a:

- Lifeguard

- Swim Instructor
- Water Aerobics Instructor
- Concession Stand/Admissions Staff
- Technical Pool Operator

Perks:

- Competitive pay
- Flexible hours
- Paid training
- Fun team environment

Apply now at: [Application URL]

Contact: [Contact Email/Phone]

4. Sample Job Posting (Lifeguard)

Title: Lifeguard (Seasonal)

Responsibilities:

- Ensure the safety of all patrons
- Monitor pool and deck area
- Respond to emergencies and provide first aid

Requirements:

- Must be at least 16 years old
- Valid Lifeguard Certification (training available)
- Strong communication skills

How to Apply:

Submit your application at [Application URL].

5. Interview Questions Bank (All Roles)

- Why do you want to work at our aquatic facility?
- Describe a time you handled a difficult situation in a team.

- What does excellent customer service mean to you?
- How would you respond in an emergency?
- Are you interested in pursuing additional certifications or training?

6. Staff Retention Email Template

Subject: Thank You for a Great Season!

Dear [Staff Name],

Thank you for your dedication and hard work this season. Your commitment to safety and service made a real impact. We hope you'll join us again next year—and bring a friend! Watch for early-bird hiring incentives coming soon.

Best,

[Your Name]

[Facility Name]

7. Technical Pool Operator Hiring Tips

- Collaborate with vocational schools and technical colleges
- Advertise on industry-specific job boards
- Offer on-the-job training and certification opportunities

8. Additional Resources

- [AOAP National Job Board](#)

This toolkit was developed by the Association of Aquatic Professionals to empower facility leaders to build strong, reliable, and enthusiastic teams for the 2026 season and beyond.