



2021 COMMUNICATIONS INTERNSHIP **Summer 2021 Job Description**

The Communications Internship with Clean Ocean Action (COA) is an exciting opportunity for a student to help address the continued environmental impacts from pollution and gain experience in public relations, outreach, marketing, grassroots organizing, and social media. The Internship may also contain some fundraising aspects. Responsibilities may change and are dependent upon the ability to work in the office due to the pandemic. The Intern will assist with communications and marketing initiatives that will promote COA's mission, including social media, email marketing, web site content and graphics, curating and organizing the media library, flyers/posters, and more. In addition, the intern will develop and execute the new "Ocean Eyes" photography initiative.

General Responsibilities

- ◆ Assist with editing the monthly newsletter and coordinating the mailing
- ◆ Maintenance of the website, press lists, press clippings, media library and social media platforms
- ◆ Update and marketing of the Eco-Guide
- ◆ Assist with launching the "Ocean Eyes" photography initiative
- ◆ Assist with World Ocean Day communications
- ◆ Promote marketing of the 3rd Annual Surf Contest, as needed. This may include assisting with drafting and distributing promotional materials, acquiring in-kind sponsorships and working with COA supporters.
- ◆ Assist with day-to-day operations of the Communications Department, and general office coordination.
- ◆ Assist with Corporate Beach Sweeps, as needed. (Dependent on pandemic situation.)

General Program Coordination

- ◆ Represent COA in a positive, professional and friendly manner
- ◆ Maintain focus and message on pollution prevention
- ◆ Stay conversant and current on COA priorities and programs
- ◆ Update relevant COA materials, fact sheets, and write monthly newsletter articles
- ◆ Be flexible to help on any project at any time, as needed

By the end of the internship, the Communications Intern will have participated in a rewarding summer helping to reduce marine pollution by working as a team and will have:

- ◆ Participated in coordination of advocacy and education campaigns, including updating the Eco-Guide and assisting with the launch of the "Ocean Eyes" initiative
- ◆ Developed the skills necessary to draft, execute, track and analyze social media, email, and print campaigns
- ◆ Created engaging written and visual content that will be used to educate the public, promote events, and motivate citizens to take action
- ◆ Developed skills in community outreach, organization, contact list data, and project coordination
- ◆ Developed professional office skills and ability to multi-task

(over)

Qualifications

- ◆ Strong written communication skills
- ◆ Strong working knowledge of the Microsoft Office Suite
- ◆ Excellent organization and time management skills
- ◆ Attention to detail
- ◆ Enrollment in higher-level education with strong marketing, communications, or advocacy focus
- ◆ Knowledge of graphic design programs including the Adobe Creative Suite is preferred
- ◆ Experience drafting social media posts for professional pages is preferred
- ◆ Press communication experience is preferred

Time and Location Requirements

The summer internship is a full-time position, although part-time will be considered depending upon applicant's experience and qualifications. COA's office is located in Long Branch. Work will be performed virtually at the Intern's home until access to the office is allowed, dependent on the pandemic situation. **It is essential to the success of the program and the overall internship that the applicant lives within close proximity the office.** No housing or transportation is provided. Official office hours are 9am to 5pm, Monday – Friday, and sometimes longer. Attendance at some evening and/or weekend meetings and/or events may be necessary.

Business casual attire is expected and can vary depending on activities. Monthly stipend and travel expenses (excluding commuting) are paid. College credit (arranged by the student with the university/college) is available. Start date is as early in May as possible and end date is as late in August as possible.

Interested applicants should demonstrate enthusiasm and basic knowledge of environmental issues, organizational and communication skills, creativity, and willingness to work hard, as well as live within close proximity to the COA office. Applications will be accepted until position is filled. **To apply, send a cover letter, resume, writing sample, and a list of 3 references with affiliations and contact information to: Projects@CleanOceanAction.org with "Communications Internship_ YOUR NAME" as the subject line.**

About COA

Clean Ocean Action is a non-profit 501(c)3 organization dedicated to protecting marine water quality in the New York Bight (those waters between Montauk Point, NY, and Cape May, NJ, and to the continental shelf). COA is a broad-based coalition of over 115 active boating, business, community, conservation, diving, environmental, fishing, religious, service, student, surfing, and women's groups. COA identifies sources of pollution and takes actions to stop them using research, education, and citizen action. For more information about COA visit www.cleanoceanaction.org.

COA is committed to providing an environment of mutual respect where equal employment opportunities are available to all applicants and crew members without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.