



MARKETING AND COMMUNICATIONS INTERNSHIP

Summer 2018 Job Description

Sandy Hook, NJ

The Marketing and Communications Intern will assist in the development and implementation of Clean Ocean Action's (COA) print and digital marketing materials and help facilitate COA's communication measures. The position brings together a strong interest in ocean protection with an interest in marketing, communications, advertising, journalism, content creation, graphic design and social media. The Marketing and Communications Intern will help promote COA's core programs, drive attendance at summer events, assist in maintaining the organizations media library, and update COA's email and press contact lists.

The Marketing and Communications Intern will gain experience in engaging an audience and establishing brand awareness through a variety of marketing and communication platforms.

Responsibilities include but not limited to:

- Produce print marketing materials, including event flyers, posters, and post cards
- Produce digital marketing materials, including social media content and email marketing promotions
- Draft original social media content to promote COA's mission and events

The Intern will work closely with the Marketing and Communications Coordinator (with periodic oversight from the Executive Director and COO).

Specific logistics and tasks include:

- Assist in the design and production of COA's Tip Cards
- Contribute to COA's social media reach by collecting relevant tags and handles
- Assist in developing a targeted marketing approach by working to segment COA's press and contact lists
- Assist with COA's monthly newsletter mailing (blog creation, label printing, coordination of newsletter mailing with COA volunteers, proof reading)
- Organize press clippings
- Assist with maintaining and updating COA's website to include current issues and upcoming events
- Assist in covering COA's events via photography, social media and collecting quotes for press/newsletter articles
- Create event and issue based flyer templates, if time allows

By the end of the internship, the Marketing and Communications Intern will have:

- ◆ Developed the skills necessary to draft, execute, track and analyze engaging social media, email marketing, and print marketing campaigns
- ◆ Developed basic content management skills necessary for maintaining a website
- ◆ Have experience creating engaging written and visual content that will be used educate the public, promote events, and motivate citizens to take action
- ◆ Developed skills in community outreach, organization, and project coordination

(over)

General Program Coordination

- Maintain COA's voice and messaging in a professional, friendly manner
- Stay conversant and current on COA priorities and programs
- Manage relevant email account
- Update relevant COA materials, fact sheets, and co-write/edit monthly newsletter articles

Requirements and qualifications: The successful candidate needs to have a strong interest and understanding of public relations, marketing, and communications. Graphic Design experience, including the Adobe Creative Cloud Suite, (specifically Adobe Publisher, Photoshop, InDesign and Illustrator), are preferred but not required. Ability and willingness to learn Adobe programs, Constant Contact and web content management systems (such as Typo++, Wordpress and Drupal) is required. MS program competency, including Excel is required. A proven interest in Marketing, Social Media, Journalism, Editing, Graphic Design and/or Communication is preferred. Position requires strong organizational skills, adaptability, attention to detail, and sincere interest in ocean conservation.

The summer internship is a full-time position and is located at COA's office within the Gateway National Recreation Area—Sandy Hook, NJ. No housing or transportation is provided; it is strongly recommended that the applicant live within close commuting distance to Sandy Hook, NJ. Office hours are 9am to 5pm, Monday – Friday. 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. 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: business@cleanoceanaction.org with "Marketing and Communications Internship" 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.