



## MONTEREY BAY NATIONAL MARINE SANCTUARY

### Internship Job Description

**Position:** Social Media and Communications Intern

**Supervisor:** Amity Wood, Education and Outreach Coordinator

**Location:** Monterey Bay National Marine Sanctuary, 99 Pacific St., Monterey, CA. 93940

#### Position Description:

We're seeking a creative individual to develop and design images, posts, and other social media products that can help people learn about Monterey Bay National Marine Sanctuary, what sanctuaries protect, and the recreational opportunities sanctuaries provide. You'll collaborate with the Education and Outreach Coordinator to produce posts for our Facebook, Twitter, and Instagram (including Instagram Stories) accounts, and support [Get Into Your Sanctuary](#) social media campaign. With your help, we're looking for innovative ways to engage our audiences with sanctuaries in new and exciting ways.

#### Essential Duties:

1. Create content for 4-7 social media posts per week with specific messaging regarding sanctuary wildlife diversity, resource protection issues, and sanctuary research topics.
2. Develop messaging to support Get Into Your Sanctuary campaign, including promotion of photo contest and outreach on recreational opportunities.
3. Write web stories for Monterey Bay National Marine Sanctuary website and other media outlets as needed.
4. Collect an inventory of recreational activity photos, including whale watching, kayaking, surfing, fishing, etc.
5. Assist with public events in support of Get Into Your Sanctuary weekend (August 1 & 2) as available.

#### Qualifications:

- Strong familiarity with social media trends and best practices, especially on Facebook, Twitter, and Instagram
- Excellent writing and copy editing skills, and photography skills a plus
- Strong work ethic; attention to detail and impeccable organizational skills; ability to work independently, prioritize, and meet deadlines
- Self-motivated and creative, with an interest in marine conservation and science communication
- Access to a computer and working internet is a must
- Access to Adobe Creative Suite and proficiency with Adobe Photoshop and/or Illustrator is a plus

**Requirements:** Volunteers are representatives of NOAA's Monterey Bay National Marine Sanctuary and must maintain professionalism at all times. Candidates must be a current or recent college graduate, and communicate regularly via email. The Social Media and Communications Intern may be based in Monterey, or may work remotely.

**Commitment:** The Social Media and Communications Internship will be based on availability of candidate but will fall between the dates of May – October. The internship will be 16-20 hours per week and duration will depend on candidate availability.

**Benefits:** Gain professional resume-building experience with NOAA and knowledge about Monterey Bay National Marine Sanctuary, public outreach; flexible hours and location; training in science communication and social media trends.