



**National  
Marine Sanctuary  
Foundation**

DISCOVER WONDER

## *Monterey Bay National Marine Sanctuary Foundation*

### Communications Paid Internship

The Monterey Bay National Marine Sanctuary Foundation is seeking a Communications Intern to support the goals of the Monterey Bay National Marine Sanctuary Foundation. If you are interested in a career in nonprofit communications, or marketing, this internship is a great opportunity to develop those skills.

**Location: Monterey Bay, CA (work may be done in-person, hybrid, or remote)**

**Supervisor: Ginaia Kelly, Chapter Director**

### What We Need

The Monterey Bay Marine Sanctuary Foundation is seeking a part-time communications intern who will support communication efforts through social media, traditional media, and stakeholder communications. Work hours are flexible and are anticipated to be on average 5 hours/week. The duration of the internship is 12 weeks (April-June), with the possibility of being extended. There will be a stipend of \$400/month.

*The Monterey Bay National Marine Sanctuary Foundation promotes fundraising and advocacy for Monterey Bay National Marine Sanctuary (MBNMS). Designated in 1992, the Sanctuary is a federally protected marine area offshore of California's Central Coast. Stretching from Marin to Cambria, the Sanctuary encompasses a shoreline length of 276 miles and 6,094 square statute miles (4,601 nmi<sup>2</sup>) of ocean, extending an average distance of 30 miles from shore. At its deepest point, MBNMS reaches 12,743 feet (more than two miles). It is one of our nation's largest national marine sanctuaries and is larger than Yellowstone National Park. MBNMS was established for the purpose of [resource protection](#), [research](#), [education](#) and public use. Human uses include commercial fishing and recreational activities like diving, kayaking, boating, and surfing. However, some activities that could harm the sanctuary's health—such as oil drilling, ocean dumping or seabed mining—are not allowed.*



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*The mission of Monterey Bay National Marine Sanctuary Foundation is to leave a thriving sanctuary to future generations by protecting wildlife and biodiversity, raising sanctuary visibility and awareness, and inspiring the public to be its stewards.*

The National Marine Sanctuary Foundation is committed to a culture of inclusion, equity, and belonging. We are dedicated to attracting and retaining a diverse staff. We honor experiences, perspectives, and unique identities, and welcome the contributions that you can bring to the dedicated team. With a diverse team of employees, we can grow and learn better together and achieve our mission to protect the health of the ocean, coasts and Great Lakes for current and future generations.

## What You'll Do

### **Responsibilities:**

The intern shall work with the Chapter Director, Operations Manager, Communications Manager, and other team members to provide marketing support for events and activities surrounding the 30<sup>th</sup> anniversary of the Monterey Bay National Marine Sanctuary, as well as to develop general content for social media channels for the Chapter's education and outreach efforts.

*As part of this internship, you will develop skills in the following areas:*

### **Communications**

- Learn how to find and develop content for regular posts on social media accounts: Facebook, Instagram, TikTok, etc.
- Develop abilities to create graphic documents, photographs, and videos
- Learn how to use WordPress software to make edits and provide content to the chapter's website
- Develop strategies, processes, and content to expand social media reach and grow following
- Learn how to use social media analytics to determine communications effectiveness
- Use Mailchimp to create periodic eblasts and quarterly newsletters
- Work with Chapter Director to create monthly updates for Board of Trustees

### **Public Relations/Marketing**



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- Learn how to create a marketing plan and materials around Chapter activities and events
- Use a spreadsheet to schedule/track a social media campaign
- Help distribute press releases to media outlets
- Learn the importance of post-event communications

## Skills which will help the intern be successful in this role:

- Detail oriented; Well organized with meticulous organizational skills
- Self-motivated, independent worker with excellent follow-through
- Ability to work quickly and prioritize multiple projects
- Collaborative, with good interpersonal skills
- Willingness to help with other tasks, as needed
- Creative and excited to learn
- Interest in marine conservation

## Qualifications:

- Excellent written and communication skills
- Proficient in MS Office
- Social media experience: Facebook, Instagram, Twitter, TikTok

## Preferred:

- Graphic design experience very helpful (Canva/Adobe/Lucidpress, etc.)
- Photography experience, including Photoshop
- Video editing experience

## Requirements to Apply:

- At least two years of college experience, or equivalent experience

To apply, send to [cerickson@marinesanctuary.org](mailto:cerickson@marinesanctuary.org) the following:

- a current resume with education, work, or other internship experience (take out relevant)
- a brief cover letter outlining
  - Any past experience with the position requirements outlined above
  - Your interest in marine sanctuaries or ocean protection
  - Your current college enrollment and credit hours earned to date, and
  - Your weekly schedule availability



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- A work sample (i.e. social media post, flyer, invitation, graphic design project, etc.). Samples created as part of coursework are fine. Please submit a few sentences explaining the sample you send. What was it created for, what was your role in the creation, was the sample used academically or professionally, or anything else you would like to share about it.

Learn more at [www.montereybayfoundation.org](http://www.montereybayfoundation.org)

### COVID-19 considerations:

Potential for remote work until the COVID-19 pandemic restrictions lift; Post-pandemic restrictions, can negotiate for some remote work for part of coordinator's work week on an ongoing basis. The National Marine Sanctuary Foundation requires proof of COVID-19 vaccination from all employees.

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*The National Marine Sanctuary Foundation is an equal opportunity employer committed to diversity and inclusion in the workplace. We prohibit discrimination and harassment of any kind based on race, color, sex, religion, sexual orientation, national origin, disability, genetic information, pregnancy, or any other protected characteristic as outlined by federal, state, or local laws. This commitment applies to all employment practices within our organization, including hiring, recruiting, promotion, termination, layoff, recall, leave of absence, compensation, benefits, and training. The Foundation makes hiring decisions based solely on qualifications, merit, and business needs at the time.*