



**National
Marine Sanctuary
Foundation**

DISCOVER WONDER

Blue Star & Sustainable Recreation Internship

Location: Key Largo, FL

Supervisor: Marlies Tumolo

Start and End Dates: August- December, 2024

What We Need

The [National Marine Sanctuary Foundation](#), a 501(c)3 non-profit organization that is a leading voice for U.S. protected waters, is seeking a **Blue Star & Sustainable Recreation Intern** responsible for supporting the implementation and development of the Blue Star Diving and Blue Star Fishing Guides programs and boater education work at NOAA's Florida Keys National Marine Sanctuary. Through this internship, participants will gather experience with developing and implementing sustainable tourism and recreation programs, conducting literature reviews and using data to inform program development, developing promotional products for programs, conducting program evaluation and leading public educational programs.

The position is currently in-office working from Key Largo, FL.

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

Specifically, the Blue Star & Sustainable Recreation Intern will support the following objectives:

- Develop and implement a communications/marketing plan to share positive impacts of the Blue Star programs on sanctuary resources and increase program visibility and recognition.
- Promote best practices for engaging with sanctuary resources to users of the sanctuary (for example, wildlife viewing guidelines, diving/snorkeling/fishing etiquette, maritime heritage viewing, fish cleaning etc) through outreach events and public presentations.
- Identify gaps in training for Blue Star operators and develop and implement new training modules as appropriate.



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- Develop and update Blue Star program framework and materials based on sanctuary priorities and the needs of operators.
- Develop recognition strategies for individual Blue Star participants to incentivize compliance with program requirements.
- Partner with the Science Team, Colleges, and Universities to better align Blue Star Program Frameworks with research backed environmental best practices for recreational scuba diving, snorkeling and fishing.
- Develop new methods for data collection for program evaluation.
- Support boater education opportunities through participating in partner boater safety/skills courses (USCG Auxiliary, US Power Squadron) to provide sanctuary regulation context.
- Promote sanctuary boater education resources to targeted audiences through the distribution of materials to rental boat companies, visiting boaters, tow boat/boater insurance companies, and private rentals (vacation rentals, property management companies).

Responsibilities may include:

- Assist Blue Star Program Coordinators with creation, preparation, and distribution of Blue Star support and education materials. May visit Blue Star operators on behalf of Florida Keys National Marine Sanctuary.
- Develop promotional products for the Blue Star Diving and Blue Star Fishing Guides programs that may include graphics, social media posts, web stories, newsletters, etc.
- Work with Blue Star Program Coordinators to develop a recognition plan to incentivize individual staff compliance with Blue Star program frameworks.
- Conduct literature reviews on sustainable tourism practices with specific focus on diving, fishing and boating and develop a report of recommendations for the Blue Star program frameworks.
- Promote sanctuary boater education resources to targeted audiences through the distribution of materials to rental boat companies, visiting boaters, tow boat/boater insurance companies, and private rentals (vacation rentals, property management companies).
- Conduct public presentations that bring awareness to sanctuary programs and tools and familiarize participants with sustainable recreational practices.
- Other duties as assigned.

Who You Are

Required Qualifications:

- Knowledge of the Florida Keys environment.



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- Knowledge of responsible recreation practices for diving, fishing and boating in the Florida Keys.
- Familiarity with Google Suite or Microsoft Suite.
- Experience creating educational, outreach, and/or marketing materials.
- Knowledge of how to read and summarize scientific research.
- Comfortable and confident communicating with business operators in a professional manner.
- Demonstrated initiative, ability to work both independently and with others.
- Ability to coordinate among and between various organizations, programs, and partners.
- Ability to communicate effectively orally and in writing.

Preferred Qualifications:

- Bachelor's degree or higher, preferably in education, communications, or recreation and tourism related majors.

Why You Will Love Us

The National Marine Sanctuary Foundation ("Foundation") is a leading voice for U.S. protected waters, working with communities to conserve and expand those special places for a healthy ocean, coasts, and Great Lakes. The Foundation works in close partnership with the National Oceanic and Atmospheric Administration (NOAA) to increase stewardship of our ocean and Great Lakes through on-the-water conservation projects, and education and public outreach activities, and by support for research. Together, we safeguard species and the places they call home, and support coastal communities and economies.

How to Apply

Apply by emailing a cover letter and resume to rfp@marinesanctuary.org. **Please make sure your email subject includes the title of the internship, "Blue Star & Sustainable Recreation Internship"**. Your application will not be reviewed unless the cover letter and resume are attached.

Please note: Intern waives any claim for personal injury or property damage against the Foundation and its officers, directors, employees and agents arising out of this internship, unless such injury or damage is caused by the gross negligence of the Foundation.

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



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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.