



**Monterey Bay**  
National Marine  
Sanctuary Foundation

A CHAPTER OF THE NATIONAL MARINE SANCTUARY FOUNDATION

## *Monterey Bay National Marine Sanctuary Foundation*

### Communications/Social Media Internship

The Monterey Bay National Marine Sanctuary Foundation is seeking a **youth from the City of Capitola, California** to be our Communications Intern to support its mission. This internship offers a valuable opportunity to develop skills in nonprofit communications, while also helping create a thriving and sustainable marine environment.

**Location:** Santa Cruz Harbor, CA (work may be done in-person, hybrid, or remote)

**Supervisor:** Ginaia Kelly, Chapter Director

**Duration:** 4 months (mid-August – mid-December), 8 hours/week

**Stipend:** \$937.50/month

### What We Need

The Monterey Bay Marine Sanctuary Foundation is seeking a communications intern to support our efforts in social media, traditional media, and stakeholder communications. This internship offers flexible hours, averaging 8 hours per week, for a duration of 4 months (mid-August – mid-December 2024), with the possibility of extension. A stipend of \$937.50 per month will be provided.

The Monterey Bay National Marine Sanctuary Foundation promotes fundraising and advocacy for the Monterey Bay National Marine Sanctuary (MBNMS). Designated in 1992, the Sanctuary is a federally protected marine area off California's Central Coast, stretching from Marin to Cambria. It encompasses 276 miles of shoreline and 6,094 square statute miles of ocean, extending an average of 30 miles from shore. At its deepest point, MBNMS reaches 12,743 feet. It is one of the nation's largest marine sanctuaries, larger than Yellowstone National Park. MBNMS was established for resource protection, research, education, and public use, allowing activities like commercial fishing and recreational diving, kayaking, boating, and surfing, while prohibiting harmful activities such as oil drilling, ocean dumping, and seabed mining.

Our mission is to protect wildlife and biodiversity, raise visibility and awareness of the sanctuary, and inspire public stewardship to ensure a thriving sanctuary for future generations.

The National Marine Sanctuary Foundation is committed to inclusion, equity, and belonging. We strive to attract and retain a diverse staff, valuing unique experiences, perspectives, and identities. We believe a diverse team enhances our ability to protect the health of our ocean, coasts, and Great Lakes for current and future generations.



## What You Will Do

### Responsibilities

As a Communications Intern, you will work with the Chapter Director, Operations Manager, and other team members to support communications through social media, eblasts, website updates, press releases, and content development for education and outreach.

### Communications

- Help create and develop content for social media accounts (Facebook, Instagram, TikTok).
- Help produce graphic documents, photographs, and videos.
- Learn to use WordPress for website updates and content management.
- Develop strategies and processes to expand social media reach using analytics tools.
- Learn to use Mailchimp to create periodic eblasts and quarterly newsletters.
- Assist the Chapter Director with monthly updates for the Board of Trustees.
- Learn to create a strategic communications plan.

### Public Relations/Marketing:

- Assist in creating communications and marketing plans and materials for Chapter activities and events.
- Distribute press releases to media outlets.
- Manage post-event communications.

### Skills for Success

- Excellent writing skills
- Detail-oriented and well-organized
- Self-motivated with strong follow-through
- Ability to prioritize and manage multiple projects
- Collaborative with good interpersonal skills
- Creative and eager to learn
- Interest in marine conservation

### Qualifications

- Excellent written and communication skills
- Proficient in MS Office
- Experience with social media platforms (Facebook, Instagram, Twitter, TikTok)



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### Required

- Current resident of the City of Capitola, California

### Preferred

- Graduate student preferred, but not required
- Graphic design experience (Canva, Adobe, Lucidpress)
- Experience with WordPress and Asana (project management software)
- Photography and Photoshop skills
- Video editing experience
- Interest in marine sciences and/or nonprofit communication

## How to Apply

To apply, please send the following to [Ginaia@marinesanctuary.org](mailto:Ginaia@marinesanctuary.org) with the subject line, "YOUR NAME Communications/Social Media Internship".

- **Resume:** Include your education, work, and internship experience.
- **Cover Letter:** Briefly outline your past experience related to the position requirements, your interest in marine sanctuaries or ocean protection, your current college enrollment and credit hours earned, and your weekly availability.
- **Work Sample:** Provide a sample of your work (e.g., social media post, flyer, invitation, graphic design project). Coursework samples are acceptable. Include a few sentences explaining the sample: its purpose, your role in its creation, and whether it was used academically or professionally.

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