



Action today so future generations can enjoy ocean activities

SUMMER INTERNSHIP *for* COMMUNICATIONS and MARKETING

INTERNSHIP SUMMARY

Clean Ocean Access (COA) is looking for a motivated, creatively-fueled and results-driven individual who cares about the local environment and wants to be part of an action-packed non-profit organization. Reporting to the communications & development manager, the successful candidate will work to advance COA's core programs and engage the organization's diverse audiences across all digital platforms to promote environmental stewardship. Along the way the intern will also gain critical insight into the nonprofit sector, strategic marketing and communications process, and ever-evolving interaction between Clean Ocean Access and the community. The work effort involves the use of diverse multimedia tools, sound social and digital media judgement, and science communication skills to advance the mission and impact of the organization.

DETAILS

- Hours: 10 to 15 hours per week from May through August
- Opportunity for paid internship or academic credit
- Schedule: Two to three days per week that aligns with your schedule, two weekends per month, and a few evening events
- Location: Office located at 23 Johnny Cake Hill, Middletown, Rhode Island. Field work at various locations around Aquidneck Island

DESCRIPTION

1. Create and schedule social media content, and regularly engage with followers on all platforms
2. Draft press releases for beach cleanups and submit to local media outlets with time sensitive deadlines
3. Use email marketing to communicate and follow up with volunteers after events and cleanups
4. Monitor and report monthly social and digital media metrics
5. Proactively track, record, and inform staff of media mentions of the organization
6. Interview and record compelling quotes from volunteers and citizen scientists for promotional material
7. Capture and create engaging digital content using photography and videography
8. Proactively create and update internal and external events calendars with upcoming events
9. Create infographics, flyers, and other digital content for newsletters, reports, and social media campaigns
10. Assist with event management and represent the organization at public outreach events and cleanups
11. Other - assist with other Clean Ocean Access activities as time permits.

QUALIFICATIONS

- Demonstrated commitment, trustworthiness, responsible, and attention to detail
- Excellent writing skills, and able to multitask projects with competing deadlines
- Proactive team-member who takes initiative and brings creative ideas to the table
- Technologically savvy with media, computers, social media, Microsoft Office tools and Google platform
- College education focused on marketing, or communications, or multimedia or related discipline
- Must have reliable vehicle and equipment, and enjoy working inside and outside in all conditions
- Comfortable working independently, as a member of a team, and leader of a team effort

HOW TO APPLY

Send email to info@cleanoceanaccess.org with a title of "2019 Summer Communications & Marketing Internship" with one attached PDF document that is two pages in length, with a document name of "First Name_Last Name_2019 Summer Communications & Marketing Internship". Page 1 is a cover letter expressing why you are a great fit for the position and how the internship integrates with your other summer responsibilities. Page 2 is a resume that clearly aligns with internship description and qualifications.

ABOUT CLEAN OCEAN ACCESS

Clean Ocean Access (COA) was established in 2006 and is a growing citizen science environmental organization that recently became a non-profit organization in 2014. COA is based in Middletown, Rhode Island with a footprint almost exclusively on Aquidneck Island. Our mission is "action today so future generations can enjoy ocean activities" with a primary focus on eliminating marine debris, improving coastal water quality, and protecting and preserving shoreline access. Our focus is held together by a principle belief that taking good care of each other, and building community, is the best approach to promote stewardship of the environment.