



COMMUNICATIONS AND RESOURCE INTERNSHIP

Summer 2019 Job Description

Northern Monmouth County, NJ

This full-time internship position with Clean Ocean Action (COA) is an exciting opportunity for a student to help address the continued environmental impacts from pollution and gain experience in public relations, outreach, marketing, grassroots organizing, social media, and fundraising. The Communications and Resource Intern will assist in the development and implementation of Clean Ocean Action's (COA) print and digital marketing materials, help facilitate COA's communication measures, assist with acknowledgements and data entry, and assist with events. This Intern will work most closely with the Resource and Events Coordinator, Spencer Munson, and the Communications and Marketing Coordinator, Allie Meyerhoff.

General Responsibilities

- Collaborate and assist with events, including a surf contest and annual gala. This includes, but is not limited to, assisting with drafting and distributing promotional materials, acquiring in-kind sponsorships and working with COA supporters.
- Collaborate and assist with an exciting fundraising campaign for businesses throughout the Jersey Shore, including small events and research. This will highlight programs and issues.
- Implement and organize data entry in COA's donor database software and Constant Contact
- Generation of donation acknowledgement letters
- Assist with production of print and digital marketing materials and social media to promote COA's mission and events
- Contribute to COA's social media reach by collecting relevant tags and handles
- Assist with COA's monthly newsletter mailing (blog creation, label printing, coordination of newsletter mailing with COA volunteers, proof reading)
- Organize press clippings, update press and calendar page contacts
- Assist with maintaining and updating COA's website, as appropriate
- Assist with day-to-day operations of the Resource and Events Department, Marketing and Communications Department, and general office coordination.
- Assist with Corporate Beach Sweeps, as needed

By the end of the internship, the Communications and Resource Intern will have participated in a rewarding summer helping to reduce marine pollution by working as a team and will have:

- ◆ Developed the skills necessary to draft, execute, track and analyze social media, email, and print marketing campaigns
- ◆ Developed basic content management skills necessary for maintaining a website
- ◆ Have experience creating engaging written and visual content that will be used educate the public, promote events, and motivate citizens to take action
- ◆ Developed skills in community outreach, organization, and project coordination
- ◆ Participated in coordination of advocacy campaigns
- ◆ Improved public speaking skills
- ◆ Developed professional office skills and ability to multi-task
- ◆ Developed skills in community outreach and project coordination
- ◆ Planned and implemented fundraising and awareness events

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General Program Coordination

- Maintain focus and message on pollution prevention
- Stay conversant and current on COA priorities and programs
- Manage relevant email account
- Update relevant COA materials, fact sheets, and write monthly newsletter articles
- Be flexible to help on any project at any time, as needed

The summer internship is a full-time position and is located at COA's office in northern Monmouth County, NJ. **It is essential to the success of the program and the overall internship that the applicant lives within close proximity to the office.** No housing or transportation is provided. Office hours are 9am to 5pm, Monday – Friday. Business casual attire is expected and can vary depending on activities. Monthly stipend and travel expenses (excluding commuting) are paid. College credit (arranged by the student with the university/college) is available. Start date is as early in May as possible and end date is as late in August as possible.

Interested applicants should demonstrate enthusiasm and basic knowledge of environmental issues, organizational and communication skills, creativity, and willingness to work hard, as well as live within close proximity to the COA office in northern Monmouth County, NJ. Applications will be accepted until position is filled. **To apply, send a cover letter, resume, writing sample, and a list of 3 references with affiliations and contact information to: business@cleanoceanaction.org with “Communications and Resource Internship” as the subject line.**

About COA

Clean Ocean Action is a non-profit 501(c)3 organization dedicated to protecting marine water quality in the New York Bight (those waters between Montauk Point, NY, and Cape May, NJ, and to the continental shelf). COA is a broad-based coalition of over 115 active boating, business, community, conservation, diving, environmental, fishing, religious, service, student, surfing, and women's groups. COA identifies sources of pollution and takes actions to stop them using research, education, and citizen action. For more information about COA visit www.cleanoceanaction.org.