

CORDELL BANK NATIONAL MARINE SANCTUARY



Digital Media Internship

To apply, please email a cover letter, 300-500 word writing sample (written for a non-science audience, i.e. blog, fact sheet, outreach material, social media posts, article) and resume to: jennifer.stock@noaa.gov. Deadline to Apply: October 5th, 2018

The NOAA Office of National Marine Sanctuaries serves as the trustee for a network of underwater parks encompassing more than 600,000 square miles of marine and Great Lakes waters from Washington state to the Florida Keys, and from Lake Huron to American Samoa. Our mission is to protect and enhance these natural and cultural treasures for future generations through scientific research, management and education.

Cordell Bank NMS is entirely offshore with no land/coastal boundaries. We use digital and social media as tools to communicate about the incredible natural resources, habitats, ecosystems and resource management issues that are hard for most people to grasp due to the offshore nature of the sanctuary.

What We Offer

We invite you to join our team where you will gain invaluable resume-building experience and an insider's perspective from the nation's ocean and atmospheric sciences agency. As a digital media intern, you will assist the sanctuary with digital media organization, prep and creation of content to be used on social media and websites primarily. You are expected to work in the office one day a week (flexible on day) with some remote desktop time. You will be given opportunities to work directly with sanctuary staff in all program areas.

Desired Length of Internship- 6 months

Stipend-\$1,500 provided by the Cordell Marine Sanctuary Foundation

Location: Sanctuary office in Point Reyes

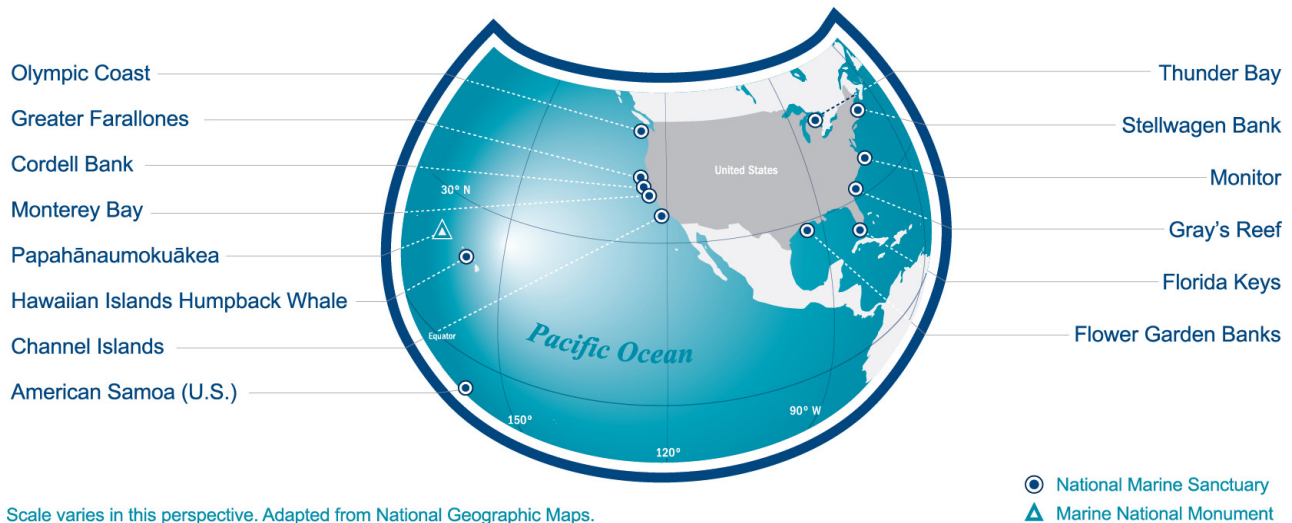


Position Description

The digital media intern will work closely with the sanctuary education and outreach coordinator to maintain NOAA approved social media outlets and work with a large amount of imagery (video/photo) to help tell the stories of this amazing place! You will become familiar with various sanctuary programs and ways the sanctuary engages in ocean conservation and management, help shape messages for social media outlets that communicate our efforts and represent the sanctuary through these online platforms.

We are looking for motivated self-starters with an interest in marine conservation. Strong self starter skills, writing and editing skills are a must, along with a knowledge of social media trends and best practices.

NATIONAL MARINE SANCTUARY SYSTEM



Major Responsibilities- estimated 15-20 hrs/week

- Work on organizing, renaming digital assets and pulling out “storytelling” imagery for social media and outreach use
- Learn about the sanctuary and research what storytelling has been done about the sanctuary
- Maintain and expand social media outlets on Facebook and Twitter by photo sourcing from sanctuary image/video bank, draft posts and captions
- View seafloor video footage and edit out short clips for education and outreach use
- Write webstories for the sanctuary website
- Follow NOAA/Office of National Marine Sanctuary (ONMS) social media “rules of engagement”
- Maintain monthly social media analytics
- Assist in special communication related projects for the Education and Outreach Division as needed
- Participate in monthly social media teleconference call/webinar with Office of National Marine Sanctuaries social media leads

Desired Qualifications

- Strong familiarity with social media trends and best practices, especially on Facebook, Twitter
- Fluency with Microsoft Word, Google Docs, familiarity with photo/video editing on MAC platform a plus
- Excellent writing and copyediting skills using AP style
- Strong work ethic; attention to detail and impeccable organizational skills
- Creativity, storytelling ability and flexibility
- Interest in and experience with marine conservation
- Ability to work both independently and as part of a team, open to editorial feedback
- Willingness to research and develop content for a non-scientific audience
- Ability to use best professional judgement when representing Federal Agency/NOAA

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Estimated Start Date: Late October, 2018 (open to undergraduate and graduate level students)

<http://cordellbank.noaa.gov>