



## Intern Job Description

**Job Title:** Ocean Conservation Marketing Intern

**Location:** Ocean Champions HQ in Falls Church, Virginia

**Dates of Position:** Summer 2010 (flexible start date)

**Commitment:** 10 - 15 hours per week, paid internship – preferable that the applicant be work/study eligible during the academic year

### Summary of Position:

The Ocean Conservation Marketing Intern Position is a paid internship, designed to introduce college-level individuals to working in the non-profit political sector of ocean conservation. The intern will be exposed to a broad range of work, including legislative work in support of Ocean Champions' mission. This work will focus on:

1. Promoting the Ocean Champions brand and building the activist base by communicating through social media such as Facebook and Twitter.
2. Driving advocacy by assisting with development of email blasts, web page content and blogs.
3. Increasing organizational revenue prospects by identifying and researching potential major donors.
4. Research for and development of position papers and other critical media for use in campaigns to move and pass critical ocean-focused legislation.
5. Monitoring and reporting progress around Ocean Champions' priority legislation, to include engaging other ocean-focused non profits collaborating on these issues.

**Supervisor:** Mike Dunmyer, Executive Director, Ocean Champions

**Organization:** Ocean Champions

### Duties:

1. Transition into role as primary content provider for Facebook and Twitter
2. Research issues and candidates, and develop draft eBlasts and web page content
3. Leverage publicly available search tools and donor databases to identify potential major donors, determine whether they are likely to support ocean politics, and find appropriate path to engage them.
4. Research ocean issues, bills and Congressional policy positions to advance key ocean legislation

### Qualifications and Expectations:

1. Minimum commitment of 10 hours per week in Ocean Champions, Virginia office and/or from home
2. Insatiable curiosity about ocean and environmental issues, political systems, legislative processes, and campaign development
3. Mastery of social media culture and best practices for building engaged, active followers and leveraging influence.
4. Excellent research, writing, communications and analytical skills
5. Excellent interpersonal skills
6. Proficiency in computers with working knowledge of Microsoft Word and Excel as well as internet research and web navigation skills.

### Benefits:

1. Exposure to web 2.0 marketing theory and practice and non-profit donor development
2. Exposure to political communications and legislative work
3. Opportunity to help drive legislative victories in the 111<sup>th</sup> congress, and thus to make a difference for the ocean
4. College credit, if appropriate
5. Letters of recommendation provided upon successful completion of the internship

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