



## Position Description

### Marketing & Communications Intern

The Buzzards Bay Coalition seeks a highly-organized, energetic, and enthusiastic individual to serve as Marketing & Communications Intern. This internship will support Advancement staff with the planning and execution of the Coalition's communications plan, as well as generating content to tell the story of the organization, and assisting with various administrative tasks. This position will require 20 hours per week, including nights and weekends as needed, and is based at the Coalition's Administrative Headquarters in New Bedford's Waterfront Historic District. This position is for academic credit only.

The internship is a hands-on position that demands an energetic, dependable candidate who possesses high attention to detail, excellent written and verbal communication skills, experience planning and creating digital and print materials, and an ability to manage multiple priorities at the same time. In return, the organization offers a great working environment; the opportunity to contribute to the success of a dynamic organization that has a direct impact on the future of our regional environment; and an outstanding experience on the shores of Buzzards Bay – all one hour from Boston and half an hour from each Providence and Cape Cod.

*Buzzards Bay Coalition is proud to be an Equal Opportunity employer. All qualified persons are encouraged to apply and will be considered without regard to race, national origin, gender, gender identity or expression, sexual orientation, disability, age, religion, or veteran status.*

#### BACKGROUND

Founded in 1987, the Buzzards Bay Coalition is a nonprofit, membership organization dedicated to the restoration, protection and sustainable use and enjoyment of our irreplaceable Bay and its watershed. The Coalition works to improve the health of the Bay ecosystem for all through education, conservation, research and advocacy. The Coalition works throughout the entire Buzzards Bay Watershed and on Vineyard Sound to protect the region's coastal, river and drinking water quality and the forests, wetlands and streams that support a healthy coastal watershed ecosystem.

We are a \$4.7 million/year organization staffed by a team of 32 conservation professionals (and growing), aided by hundreds of volunteers, and supported by 12,000 members.

## ROLES & RESPONSIBILITIES

### **Written Communications**

- Assist with the planning, content creation, layout, and editing of scheduled marketing and membership communications, including the monthly Bay Buzz e-newsletter, quarterly Member Memo email, and others.
  - Collaborate with Coalition staff to select relevant stories.
  - Write and edit articles.
  - Gather and edit photography, video and other multimedia content.

### **Social Media/Marketing**

- Capture photo and video content at Coalition events and activities.
- Assist with content editing and management for the Coalition's social media channels, including Facebook, Instagram, LinkedIn, and others.
  - Brainstorm content ideas to create a comprehensive social calendar.
  - Generate, edit and schedule content.
  - Monitor and manage inboxes and comments to promote optimal engagement.

### **Event Marketing**

- Support marketing campaigns to promote registration for the Buzzards Bay Swim and Watershed Ride.
- Brainstorm and implement strategic placement of digital ads, flyers and signage to ensure maximum exposure.

### **Administrative**

- Providing support for direct mailing campaigns and other Development needs.
- Other duties related to Advancement Department administration as assigned.

## PROFESSIONAL AND PERSONAL QUALIFICATIONS

- Has an interest in digital media, communications, marketing, and/or nonprofit management.
- Dependable, with a high-level of responsibility, organization, attention to detail, and ability to manage multiple priorities at the same time.
- Enthusiastic, outward facing team players with a positive "can do" attitude and ability to inspire others.
- Strong computer skills including Microsoft Office (Word, Excel, and PowerPoint), Canva and Meta Business Suite (WordPress experience a plus).
- Knowledge of Buzzards Bay, southeastern Massachusetts and an enthusiastic commitment to the conservation mission of the Buzzards Bay Coalition.

## PHYSICAL REQUIREMENTS

This position will work in an office setting, but at times will require physical labor. During certain events, an intern must be able to work outside, in some cases during inclement weather, for extended hours at a time. Candidates should also be comfortable lifting at least 30 lbs.