

# ALL ONE OCEAN

A project of Earth Island Institute

Educating our Communities, Protecting our Ocean



## All One Ocean Social Media Intern 2018 Job Description

**Reports to:** Program Manager

**Hours per week:** 10-15 hours per week

**Location:** work from home

### Description of the organization:

All One Ocean's mission is to educate our communities about litter entering our waterways and how it affects our health and our environment. We believe the solution to degradation of our waterways starts with education, and we provide crucial education through our two primary programs: Ocean Warriors (OW), our elementary school environmental leadership program, and our Beach Cleanup program. Bay Area based All One Ocean, a Project of Earth Island Institute, was founded by Hallie Iglehart in 2010 after encountering a seagull entangled in fishing line on her daily beach walk. Iglehart untangled the bird, but knew her work wasn't finished and she developed a simple yet powerful tool – Beach Clean Up Stations, which have been used to remove over 1.1 million pieces of trash since their inception. Since 2011, All One Ocean has installed over 54 Beach Clean Up Stations in California, Baja, Hawaii, Iowa and Alabama. Complementing this work we focus our education primarily around Ocean Warriors, our third-grade environmental leadership program and monthly beach clean ups. Ocean Warriors is focused on our youth. This yearlong, Project-Based Learning program is a sustainable approach to changing behaviors at the source and creating a new generation of environmental leaders, making beneficial daily choices for our environment. Tying in our Ocean Warriors and Beach Clean Up Station programming, we organize education based beach clean ups to entire communities focused on community building, team work and gaining a deeper understanding of how pollution effects our global eco-systems.

**Summary:** The position of **Social Media Intern** will be for at least 6-9 months, with the potential to be renewed based on performance. This position will assist the Senior Program Manager with the development and implementation of our Social Media Strategies. Duties will include: daily postings to Facebook, Twitter and Instagram. Develop and implement thoughtful and strategic social media campaigns. Develop a content calendar on weekly and monthly basis to update Director, Senior Program Manager and Program Manager. Monitor analytics and report on successes and pivots based on reporting. Create engaging social media content.

This position requires a self-motivated, outgoing and organized candidate who can excel at taking on new projects, think outside of the box and be an advocate for All One Ocean programs. This candidate will also need to have his or her own computer, Internet availability and phone.

### Preferred Qualifications:

- High School Junior, Senior, college student or young professional
- Positive and outgoing demeanor
- Self-motivated and excels at taking on new tasks, able to work independently
- In-depth working knowledge of Facebook, Twitter, Instagram, YouTube, Pinterest and Google +
- Understands fundraising and is excited to find ways to maximize results
- Accepts direction easily
- Excellent communication skills both written and verbal
- Basic knowledge of Photoshop
- Passionate about the Ocean and how to eliminate Ocean debris

**Compensation:** unpaid but the experience is priceless!

**To apply:** send a cover letter and resume to: [info@alloneocean.org](mailto:info@alloneocean.org)

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