



**TAMPA BAY WATCH, INC.**

**POSITION: PR & MARKETING INTERN**

**Department:** Tampa Bay Watch & Discovery Center

**Reports to:** Director of Marketing & Communications

**Job Type:** Unpaid Seasonal Internship

**Location:** Hybrid at Tampa Bay Watch Tierra Verde and Discovery Center at St. Petersburg Pier

Established in 1993, Tampa Bay Watch is a 501(C)3 nonprofit organization dedicated to the recovery and protection of the Tampa Bay estuary through science, restoration, and educational programs. Located on the St. Pete Pier, the Tampa Bay Watch Discovery Center offers interactive exhibits, field trips, boat-based eco tours, public presentations and programs, and more. The experience is designed to engage and inspire the public to preserve Tampa Bay and beyond for current and future generations. Communication is a vital part of Tampa Bay Watch's mission.

**Position Summary:**

Under the supervision of the Director of Marketing & Communications, the PR & Marketing Intern will work with the staff and marketing team to grow awareness and support for the organization's events, programs, projects, and mission. This intern will assist with external media coordination, messaging, and social media platforms to reinforce the Tampa Bay Watch brand.

Interns will work an agreed upon number of hours per week. This internship is seasonal, the fall season runs from September to December, the spring season runs from January to April, and the summer season runs from May to August. Applications are accepted year round for the upcoming season.

Intern duties and tasks may include, but are not limited to, the following:

- Plan, schedule, produce, and share content for Tampa Bay Watch and the Discovery Center's website, social media, and other platforms
- Actively manage social media accounts
- Assist with coordinating and submitting e-newsletter content
- Assist with website and blog maintenance, updates, and SEO optimization
- Assist with data collection, tracking, and metrics reporting related to communications

- Under the supervision of the Director of Marketing & Communications, develop press releases and messaging and release to the appropriate outlets
- As directed, manage logo, brand, photo and video assets
- Support the development and production of digital and print marketing materials
- Assist with the coordination of media visits and partnerships
- As able, develop and nurture relationships with media outlets
- Identify new marketing and community outreach opportunities
- Represent Tampa Bay Watch and Discovery Center at community outreach events, as needed
- Edit written content produced by other team members
- Participate as a member of the marketing team, contributing to creative concepts and strategies
- Identify and implement new ways to align Tampa Bay Watch's communication strategy with the mission
- Performs other duties as assigned

### **Experience and Skills Required:**

- Knowledge of basic marketing strategies
- Strong written and verbal communication, with excellent grammar and attention to detail
- Must be tech-savvy with strong computer skills
- Knowledge of website design and/ or management preferred
- Basic photography and/ or graphic design skills preferred
- Social media experience, including knowledge of related business tools and metrics
- Creative multi-tasker who is able to convert concepts into deliverables
- Willingness to learn the fundamentals and practices of various programs and exhibits as a background for content development
- A desire to improve personal knowledge of estuarine ecology as well as the history and importance of the Tampa Bay estuary
- Ability to work independently or with a team, remotely or on-site
- Flexibility and willingness to adapt to a dynamic work environment
- Maintains a professional attitude at all times
- Ability to work a flexible schedule that could include weekends and/ or holidays

### **Qualifications:**

- Must be 18 or older
- Eligible participants are students who are enrolled in or recently graduated from an accredited college or university
- A driver's license and proof of health insurance
- Interns must pass a background check, which includes fingerprinting and will be paid for by Tampa Bay Watch
- Must be able to perform the physical aspects of the position including walking to and throughout restoration projects and the St. Pete Pier
- Candidates must be able and willing to perform internship duties indoors, outdoors, and in all safe weather conditions

Familiarity with coastal ecosystems is helpful but not required. A passion for the environment is highly desired.

**Additional Information:**

This internship is unpaid and housing is not provided. This internship may provide college credit, with approval from the university and professor. Intern will be responsible for all transportation costs and personal health insurance. A background check, including fingerprinting, will be required at the expense of Tampa Bay Watch.

To apply, please send your resume and a short cover letter introducing yourself and explaining why you would like to intern for Tampa Bay Watch as one single PDF attachment saved as **YourName\_MarketingIntern** to Jenna Rogers at [jrogers@tampabaywatch.org](mailto:jrogers@tampabaywatch.org). **Include "PR & Marketing Intern" in the email subject line. Candidates are also invited to include attachments or links to work samples that illustrate their creativity and talent.**