



Marketing and Communications Intern

Educational Passages is seeking a Marketing and Communications Intern. The purpose of the internship is to apply and expand industry skills and knowledge in order to develop and implement marketing strategies and communications for Educational Passages.

Learning Objectives include:

1. Hands on experience with growing marketing and communication skills
2. Increase knowledge of marketing applications within nonprofit organization and networks
3. Apply academic goals to real-world needs
4. Conduct research on educational markets and develop custom strategies for approach
5. Support startup expansion of global education program

This is an opportunity to help a nationwide and global program with marketing efforts through social media, email, website, events, etc. As an organization that started small in Maine in 2013, it has now grown to reach over 28 countries. Expectations will include strategic thinking and targeted approaches, resulting in brand recognition and impact. Specific projects may include:

1. Developing strategic marketing plans for different audiences, programs, and geographic areas
2. Producing content for social media, website, electronic mailings, and other communication channels including blog writing, story telling, video creation, etc.
3. Helping to improve social media presence in a more meaningful way, both locally and globally
4. Improving brand recognition by assisting with website design and development using Wordpress
5. Creating communication processes and tools for opportunities that arise such as Press Release templates, event sharing, student competitions, etc.

Skills and qualifications:

- Completed or working toward a college degree, preferably in a related field (Marketing/Communications, Public Relations, Nonprofit Management, or other relevant major)
- Excellent organization and communication skills including written and verbal
- Proficiency using Microsoft Office software (including Word and Excel), Google Suite (Spreadsheets, Docs, Drawings, etc), and desire to learn new skills
- Commitment to professionalism
- Demonstrated interest in nonprofit administration
- A passion for education, science, ocean, and interrelated fields is a plus
- Proven ability to work independently, manage time, and prioritize tasks



Duration: This internship opportunity is for 2-6 months with a minimum of 10 hours per week expected.

Location: Position is remote, must have access to computer and internet. Supervisor will be accessible through Zoom, email, and other channels as needed. Will sign off on credits as applicable.

When to start: ASAP, position is open as of February 1, 2021 and will be available until filled.

How to apply: Email resume and cover letter to Cassie Stymiest at cassie@educationalpassages.org. Video cover letters welcome! Email questions or call 207-619-1259.

In order to offer an internship that complies with federal labor laws, Educational Passages adheres to the following conditions:

1. The intern clearly understands that there is no expectation of compensation, this is an unpaid internship opportunity
2. Educational Passages internships provide training similar to that given in an educational environment
3. This internship can be tied to intern's formal education programs by the receipt of academic credit
4. Internships accommodate intern's academic commitments and provide significant educational benefits
5. The duration of the internship provides beneficial learning for a specified amount of time
6. Intern's work complements, rather than displaces, the work of paid employees
7. Internships are conducted without entitlement to a paid job at the conclusion of the internship

ABOUT EDUCATIONAL PASSAGES

Educational Passages is a 501(c)(3) nonprofit organization whose mission is to inspire ocean stewardship through unique global experiences. Participants connect through the building, launching and tracking of six foot long unmanned and satellite equipped "miniboats" that sail themselves to distant shores. The Finder's Sticker onboard helps connect classrooms if it lands ashore. These boats sail the world's ocean and have connected 28 countries so far, bringing students, teachers, and communities together around fascinating learning opportunities. To learn more about Educational Passages and its Miniboat Program, visit <https://educationalpassages.org/>.



Educational Passages | www.educationalpassages.org | PO BOX 465, Kennebunk, ME 04043 | 207-619-1259 | info@educationalpassages.org