



Reef Environmental Education Foundation

REEF Marine Conservation Fellowship Program Communications and Outreach Fellow Position Description

Program Responsibilities and Opportunities for Career Experience: The fellow's responsibilities focus on engaging REEF members and the general public with REEF's programs and marine conservation mission. Gain experience and an inside look into strategies for supporting engagement and awareness of the organization's programs, events, and conservation impact. The fellow will be mentored as part of a team implementing visualization strategies, products, and communications to increase member engagement and connect with new audiences. The fellow will also gain experience supporting engagement with REEF's cornerstone citizen science program, the Volunteer Fish Survey Project. The REEF Communications and Engagement Manager and the REEF Citizen Science Coordinator will support and mentor the fellow as they gain career experience in the following areas. Program areas include the following:

Social Media Planning & Coordination

- Ensure consistent quality content on all social media platforms by sharing engaging posts featuring REEF's marine conservation work
- Plan, create, and support the management of posts for Facebook and Instagram with less frequent posts on Twitter, LinkedIn, and TikTok.
- Post and distribute content to social media platforms
- Coordinate tasks for program staff and Marine Conservation Interns to create content specific for each platform then ensures distribution to appropriate platforms
- React and respond to all comments and messages posted on each platform

Organization and Event Communications

- Elevate the organization through improved graphics and brand identity
- Support the documentation and evaluation of REEF's existing brand and communication strategies, and create plans for future growth and improvement
- Intersect with REEF's broader engagement and member stewardship initiatives through multiple communications channels
- Assist with ensuring event, and program sponsors are recognized appropriately in communications and promotional materials

Virtual Programs:

- Assist with tasks related to preparing, managing, and wrap-up for online programs, including REEF Fishinars and Into the Blue Book Club
- Organize and conduct REEF's book club meetings, including contacting authors, promoting events, monitoring the group's Facebook page, and selecting books for the group
- Create Zoom meetings for each book club meeting and facilitate each gathering
- Attend and assist with the facilitation of most Fishinars
- Promote Fishinars through REEF's social media channels and monthly e-News
- Coordinate with Fishinar instructor and book author schedules to facilitate practice sessions as needed

REEF conserves marine environments worldwide. Our mission is to protect biodiversity and ocean life by actively engaging and inspiring the public through citizen science, education, and partnerships with the scientific community.

- Create, maintain and update online program tracking, statistics and evaluation to support continuous improvement and increased engagement

Volunteer Fish Survey Project (VFSP)

- Create graphics and text for Conservation Partner Facebook posts
- Maintain REEF's relationships with Conservation Partners, and seek to establish new partners
- Help track, promote, and execute the Conservation Challenge initiative
- Assist with preparation, promotion, and planning for the Great Annual Fish Count (GAFC) in July
- Develop ideas to increase engagement and participation in VFSP programs
- Assist with regional VFSP curriculum photos and text as needed
- Identify, research, and create useful and engaging content for target audiences
- Support communications and initiatives to link between REEF's programs, surveyors, donors, members, and the general public
- Develop a strong understanding of the program and organizational goals and strategies to support integrating them into communications and outreach activities

Experience Level Advancements

Support surveyors' progression through experience with the VFSP

- Send out Experience Level congratulations emails
- Help create Facebook posts congratulating new Experience Level achievements
- Schedule and set up Experience Level tests with an appropriate staff member as requested

Marine Conservation Internship and General Operations

- Assist with training and support of the incoming Marine Conservation Interns
- Act as a leader and mentor for current Marine Conservation Interns
- Assist with daily tasks, phone and email communications, and office support as needed
- Assist with REEF Campus events as needed, including REEF Fest, Lionfish Derbies, and REEF by the Sea