Bleu World Internships
Content & Marketing

Our Mission

Bleu World is a 501(c)(3) nonprofit organization in southern California. Our mission is to build a network of ocean changemakers with a passion for conservation, exploration, and science. Our team hosts monthly beach & underwater cleanups to grow a community of ocean conservationists through action. We teach divers scientific diving techniques and kelp forest ecology. We conduct long-term citizen science monitoring in the kelp forests of Catalina Island and use this data to inform restoration and protection decisions. We raise money to bring volunteers into the field for research, providing opportunities to people from all walks of life with a special focus on programs for children, underrepresented and diverse communities, and students in the environmental sector. As our climate changes and our ocean warms, ecosystems are shifting all around the world. If we hope to preserve the underwater world, we must act quickly and work together.

The Bleu World Collaborative

By becoming a Content & Marketing Intern, you will join the Bleu World Collaborative. Our Collaborative is a group of individuals and organizations working in the ocean. You'll find a wide variety of backgrounds to connect with and causes to work for like studying whale sharks in the Maldives, monitoring kelp forests in South Africa, or organizing beach cleanups in Indonesia. As a member of this network, you have the chance to attend a conference, join us for in-field data collection, become a citizen science diver, or apply for scholarships to continue your ocean journey. You will be featured as a new member of the Bleu World Collaborative on our social media and you will be invited to join our team on Catalina Island annually to meet and mingle with our partners.

The Role

The Content & Marketing Internship is a flexible position for anyone interested in creating content or managing marketing campaigns for an ocean conservation nonprofit. This is a short-term unpaid internship with the possibility to take on additional work over time.

If you're interested in joining our team, you will need to design and submit a project plan for a marketing campaign that you would like to run focusing on the area of our operations that you're most passionate about. Our areas of operation include:
- Kelp Forest Expeditions on Catalina Island
- Discover Scientific Diving Experience with Scuba By Design
- Citizen Science Sail & Snorkel
- Catalina Community Cleanups

- Catalina Monitoring Program

This project plan should contain a timeline for regular updates to our social media platforms (Instagram, TikTok, and Facebook). It should aim to engage with a diverse audience on a consistent basis and it should incorporate our professional network (i.e. LinkedIn and the Bleu World Collaborative). Your goal should be to increase applications, sign ups, and participation in the program that you choose to market.

This is a design-your-own-adventure kind of internship so make sure your project plan includes working hours, start and end date, and cost. There is no guarantee that we can afford to run all marketing campaigns that are submitted, but we will try to find creative, cost-effective solutions to make your campaign as successful as possible.

Professional Qualifications & Values
- Must have the ability to act as a marine science communicator.
- Experience building marketing campaigns.
- Experience managing business social media accounts. Experience with Canva, Facebook, Instagram, and TikTok is preferred.
- Experience building or maintaining websites on Squarespace is a bonus.
- Competent problem solver
- Creative
- Passionate
- Driven
- Organized
- Friendly

How To Apply
Please send the following materials to team@bleuworld.org with the email subject "[Your Name]; Content & Marketing Application":
- Resume
- Cover letter
- Portfolio - If you do not have a professional portfolio, please submit 3 samples of your work for our team to review.
- Social media handles
- LinkedIn profile
- Marketing Campaign Project Proposal