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# NATIONAL FISHERIES INSTITUTE

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## The National Fisheries Institute **Media/Communications Intern** Summer 2020

- **Location:** McLean, VA (outside of Washington, DC)
- **Stipend:** \$2,500
- **Hours:** Full-time (Part-time can be discussed)
- **Application Deadline:** February 26, 2020
- **Start-date:** Early-to-mid May 2020
- **Contact:** Lynsee Fowler at [lfowler@nfi.org](mailto:lfowler@nfi.org)

The National Fisheries Institute (NFI) is a non-profit organization located in Tyson's Corner, Virginia, (suburb of Washington, DC) dedicated to education and advocacy about the commercial seafood industry. From vessels at sea to your favorite seafood restaurant, NFI's diverse member companies bring healthy, delicious fish and shellfish to American families. NFI communicates about nutrition, policy, and sustainability.

NFI is seeking a summer Media/Communications intern. The intern will work in-stride with NFI's communications team. The internship provides excellent experience in both the proactive and reactive side of media relations at the nation's largest seafood trade association. This means that on any given week we may be dealing with Greenpeace protests against our industry; or an article in the *Washington Post*. The intern will gain experience in technical skills like writing, editing, and social media management, as well as broader skills like understanding the integration between government affairs and communications strategy. The intern will also work on all elements of video production from scripting to filming and editing in NFI's small in-house studio (Greenscreen and editing with Adobe Elements). The intern will also be exposed to communication advocacy on Capitol Hill.

The internship has a \$2,500 stipend plus some local travel reimbursement.

### **Key Responsibilities:**

- Media monitoring, research, data gathering
- Creating content for NFI social media platforms
- Writing scripts, filming, and editing videos
- Assisting with the weekly newsletter

- Developing editorial calendars
- Crafting press releases & targeted press lists
- SEO implementation

**Desired Skills & Experiences:**

- Strong writing skills for multiple formats (i.e. both press releases and tweets)
- Strong editing skills and attention to detail
- Experience using social media platforms
- Familiarity with metrics and analytics
- An eye for visual elements to enhance a story (in video production and infographics)

**Hours:**

If the intern has another job or internship, NFI is willing to offer a part-time position that requires a minimum of 24 hours per week.

**To apply:**

Questions, or to apply, please submit *resume and cover letter* to Lynsee Fowler at [lfowler@nfi.org](mailto:lfowler@nfi.org).

**More information:**

NFI websites: [www.aboutseafood.com](http://www.aboutseafood.com); [www.dishonfish.com](http://www.dishonfish.com)

NFI Twitter: [@NFImedia](https://twitter.com/NFImedia)

NFI YouTube: <https://www.youtube.com/user/NFImedia/videos>