



Communications Intern Description

About GAA

The Global Aquaculture Alliance is an international, non-profit organization committed to feeding the world through responsible, sustainable aquaculture. Representing dozens of associations and businesses associated with aquaculture and seafood around the world, GAA works to improve aquaculture practices and grow seafood production worldwide. GAA's future goals include improving consumer perception of farmed seafood and growing its membership base.

Internship Dates: June - August 2016

Frequency: 2-3 days a week: Monday (mandatory), and additional days selected by intern.

Location: Two International Drive Suite 105, Portsmouth, NH 03801

Internship Background

GAA's communications team is launching a new membership campaign targeting individual professionals and students. Currently, GAA is implementing an association management system and online community to be able to efficiently deal with the influx of new users — members and non-members. The vision is to build a platform where users can share information and gain access to GAA's vast resources. The communications team needs assistance connecting with, and spreading the word about, the new platform to associations, businesses, and particularly individuals in the industry through our established networks. The team will also need assistance on various projects pertaining to the organization of GAA's annual GOAL conference in Guangzhou, China, in mid-September.

This internship is ideal for a student who's interested in learning more about how the different facets of the global aquaculture industry interact and the role of relationship building and education in addressing the challenges and opportunities facing aquaculture.

Responsibilities

- Assisting in consumer research and monitoring social media outlets to better understand how others are communicating about seafood and sustainability. Restaurant chefs, culinary educators, seafood retailers, NGOs food enthusiasts and health-conscious consumers are among those GAA is looking to target.
- Assisting in targeted outreach to industry professionals via LinkedIn

- Assisting in populating GAA's new online community as well as engaging users who are participating on the community's discussion boards, job listings, etc.
- Assisting with managing the GOAL 2016 conference program, including populating the GOAL 2016 webpage, collecting and editing speaker presentations and collecting and editing speaker bios and photos
- Assisting with populating the GOAL 2016 mobile application
- Assisting with in-house data management and cleanup
- Attend various meetings at the organization to better understand the organization workings
- Various administrative duties

Requirements:

- An interest in aquaculture and seafood
- Self-motivated, with the ability work independently with limited oversight
- Ability to learn association- and content-management software quickly
- Familiarity with social media, including Twitter, Facebook, LinkedIn and Instagram

Please send resume and cover letter to:

Becky Holt
Membership Manager
becky.holt@gaalliance.org

Please note:

- *This is an unpaid internship. Lunch will be provided.*
- *Project work may include access to confidential business information; candidates must be willing to sign a non-disclosure agreement.*