



**BlueNalu, Inc.
Social Media Intern**

Join BlueNalu on the journey to Eat Blue! BlueNalu's mission is to be the global leader in cell-based seafood, providing consumers with great tasting, healthy, safe, and trusted seafood products that support the sustainability and diversity of our ocean.

BlueNalu will produce a variety of real seafood products directly from fish cells, that are as delicious and nutritious as products that have been grown conventionally, in a way that is healthy for people, humane for animals, and sustainable for our planet.

Job Summary:

BlueNalu is seeking a detail-oriented, creative communications intern with excellent writing and storytelling skills. The intern will work directly with BlueNalu's Communications Manager and business development team, and will be involved in research, content creation and content curation for both BlueNalu and Eat Blue channels, and social media monitoring, management, and reporting for Eat Blue. This is an exciting opportunity to work with a cutting-edge food innovation & sustainability focused company in a newly emerging field. This position will be remote, approx. 20 hours/week (M-F), and with time could turn into a more permanent role within the organization .

Job Responsibilities:

- Work with marketing team to keep BlueNalu & Eat Blue social media channels updated, active, and engaging
- Interact regularly with followers, participants, and collaborators
- Create content that fulfills Eat Blue's regular social media publishing schedule and supports the content strategy
- Review (weekly, monthly, quarterly) social media campaign performance and cross-channel growth with marketing team
- Provide content recommendations for social media growth and engagement optimization based on content performance metrics
- Collaborate with staff on new ideas, directions, and tools for marketing and communications
- Generate social content for the brand that is engaging, memorable, and effective in prompting readers to take action
- Assist with proofing written materials for style, grammar, etc.
- Curate engaging third party content that can be utilized on social platforms to increase brand awareness
- Assist with following-up with featured influencers and organizations for Eat Blue site
- Identify possible mission-aligned influencers and Eat Blue ambassadors
- Create branded graphics for social media publishing
- Assist in planning newsletters for Eat Blue & BlueNalu accounts

Qualifications & Experience:

- Majoring in Communications, Marketing, Journalism or field related to BlueNalu such as Environmental Science or Marine Biology
- Minimum 3.3 GPA
- Must be authorized to work in the U.S on a permanent basis without requiring sponsorship

- Flexibility to attend weekly local meeting and initiative to complete tasks with remote direction
- Genuine interest in ocean health and food security
- Exceptional written and verbal communication skill required
- Deep understanding of social media platforms (Facebook, LinkedIn, Twitter, Instagram, YouTube, Tik Tok)
- Photography and video/video editing skills are a plus
- Previous experience managing business social media accounts is a plus
- Previous copywriting experience is a plus
- Basic understanding of CRMs
- Experience with Sprout Social or similar social media management platform
- Experience with PowerPoint, Excel, SharePoint and Word
- Must be self-motivated
- Must have excellent organizational skills

Additional Information

All applicants must be authorized to work in the US, and willing and able to work a flexible work schedule to meet the needs of the Company. BlueNalu is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.

This is an excellent opportunity to join a small but quickly growing company where everybody's contribution is equally important. BlueNalu is seeking team players that are driven, focused, creative, proactive and productive, with excellent written and verbal communication skills, and excellent interpersonal and organizational skills. We are also seeking team members that enjoy and thrive in the atmosphere of a very fast-paced entrepreneurial environment, have a good sense of humor, and are personally motivated to make a difference to humanity and our planet.

Additional information about BlueNalu can be found on our website at www.bluenalu.com