

New York Sea Grant

Web and Social Media Communication Freelancer

For more information, contact: Paul C. Focazio, NYSG's Communications Manager, E:

Paul.Focazio@stonybrook.edu (*Required to send: resume; Preferred: work samples, cover letter*)

New York Sea Grant (NYSG) is seeking to engage a freelance communicator to assist with Web and social media outreach related to the coastal science program's extension, education and research efforts along New York's marine (Long Island, New York City and the Hudson River) and freshwater/Great Lakes (mainly those in and around Lakes Ontario, Erie) waters.

It is preferred that the person hired for this opportunity, who will report directly to the NYSG Communications Manager, is located in New York and has some knowledge of the state's various coastal concerns.

Estimated effort available will be for services provided on an as-needed basis at a rate of \$50/hr., which will cover any and all of the freelancer's incurred costs.

Specifics of this Opportunity

This Web and Social Media freelancer will package, and, if needed, develop, content written/compiled by NYSG Communications staffers (e.g. NYSG Communications Manager) and other freelancers (marine and Great Lakes publicists, science writer(s), graphic designers) for the program's Web Site and Social Media platforms.

A good deal of content could be repackaged from NYSG's flagship e-publication, *NY Coastlines / Currents* (www.nyseagrant.org/nycoastlines), which serves as a means to collect many of the program's efforts two or more times a year.

This content will be posted on some of NYSG's social platforms, which include Facebook (www.facebook.com/nyseagrant), Twitter (www.twitter.com/nyseagrant), and YouTube (www.youtube.com/nyseagrant). New accounts may also be created on platforms such as Instagram or SnapChat as directed by NYSG.

The freelancer will employ tactics to help raise awareness of NYSG's efforts and impacts, while increasing its followers, likes, shares and responses on their social media platforms. These could include: (1) adding images and link(s) to additional info on all social media posts, (2) tagging key partner programs and other interested organizations/parties, and (3) mapping out campaigns for certain programs or projects. Priority should go to promoting NYSG-generated content and events. Also, content can be packaged or repurposed during coastal theme days or weeks, a sampling of which includes:

- *January*: Various Student Fellowship Opportunities, including Knauss Fellowship
- *February*: Ocean Science Bowls; World Wetlands Day
- *March*: Flood Awareness Week; Earth Hour; World Water day
- *April*: Earth Day

- *May*: Water Week (early May; New York – emphasis on NY’s Great Lakes waters); It’s My Estuary Day (Brooklyn); Hurricane Preparedness Week; National Safe Boating Week; Atlantic Hurricane Season Begins (end of May)
- *June*: Beach Safety/Rip Current Preparedness Week; World Ocean Day; Capitol Hill Ocean Week
- *July*: Aquatic Invasive Species Awareness Week (early July; New York)
- *August*: Atlantic Hurricane Season – revised predications (early August)
- *September*: World Water Monitoring Day; International Coastal Cleanup Day; National Estuaries Week
- *October*: National Seafood Month
- *November*: Atlantic Hurricane Season Ends (November 30th)

Additionally, the person hired for this opportunity may assist with inputting information into NYSG’s Content Management System (CMS)-driven Web site, www.nyseagrant.org. This Web support could also include advisement on adjustments to the CMS as part of larger redesign projects.

NYSG’s CMS-driven site includes an extensive back-end management environment filled with records that are searchable and can be tagged for various topics as a means of improving public search function. If CMS support is needed, the freelancer will be given secure credentials to sign into the environment prior to making additions or revisions to the system.

Finally, the freelancer may need to work with Extension staff to design and populate Web pages for different programs and activities.

Requirements of this Opportunity

Assignments will be set by NYSG and discussed with the consultant with the expectation of meeting certain deadlines.

It is most likely that assignments will be determined quarterly through conference calls/emails and then adjusted as needed through the weeks of each month.

A NYSG review and approval of all social media / web efforts will be required before distribution.

The freelancer will provide numbered invoices monthly, showing consultant name, hours billed, fees and other associated charges for this period. Billable hours would be displayed in a chart form with columns detailing delivery date, project name/description and amount billed. The amount billed for all work that month would then be totaled at the end of this chart.

More About NYSG

New York Sea Grant, a cooperative program of Cornell University and the State University of New York, is one of 33 university-based programs under the National Sea Grant College Program (NSGCP) of the National Oceanic and Atmospheric Administration (NOAA). The NSGCP engages this network of the nation’s top universities in conducting scientific research, education, training and extension projects designed to foster

science-based decisions about the use and conservation of our coastal resources. Through its statewide network of integrated services, NYSG has been promoting coastal vitality, environmental sustainability, and citizen awareness about the State's marine and Great Lakes resources since 1971.

NYSG's Main Office is on the campus of Stony Brook University and the Social Media / Web Freelancer will be officially engaged as a freelancer by SUNY and/or the Research Foundation for SUNY on NYSG's behalf.