



CMSF CALIFORNIA
MARINE
SANCTUARY
FOUNDATION

Job Description

Part-Time

Protecting Blue Whales Blue Skies Program Associate

Position Summary

The Protecting [Blue Whales Blue Skies](#) (BWBS) Program Associate will be employed by the [California Marine Sanctuary Foundation](#) (CMSF) and is responsible for growing the new Brand Ambassador Initiative.

Position Background

The global shipping industry utilizes a fleet of over 5,000 container ships to transport approximately 90% of the world's goods, totaling \$13 trillion, annually. Maritime trade continues to grow and play an important role in the global economy, but not without environmental impacts. Shipping is endangering blue, humpback, and fin whales in the form of ship strikes, exacerbating air pollution and greenhouse gas emissions, and elevating ocean noise.

In an effort to address these environmental impacts, in 2014 a unique partnership of federal and state agencies, nonprofits, environmental consultants, and foundations launched BWBS. We are an incentive-based Vessel Speed Reduction program that works with large maritime shipping companies to slow down their vessels in key geographic areas off the coast of California, an approach that has been shown to reduce ship strike risks, emission of air pollutants and ocean noise. Since the program's inception, it has resulted in over 500,000 slow speed miles and over 75,000 metric tons of regional greenhouse gas emission reductions.

There has been steady growth in carrier participation over the past five years, up to 18 companies representing ~90% of the container traffic to the west coast. To expand awareness of the BWBS program and increase cooperation and thus conservation benefits BWBS endeavors to meaningfully engage other key stakeholders, most notably cargo owners (shippers). Public awareness of the impacts of shipping, in particular whale strikes, remains low and program participants lack the demand signal from their customers (cargo owners) that would motivate improved or continued cooperation.

In March of 2022 the BWBS program launched its [Brand Ambassador Initiative](#) with the goal of raising awareness of the program and its benefits across supply chains among cargo owners. By engaging this new audience, the program aims to create a new and sustained incentive for vessel operators to reduce speeds.

To date, two companies have signed on to be ambassadors and the program hopes to recruit several new ambassadors in the coming months.



Job Functions

- Work with the Protecting Blue Whales and Blue Skies (BWBS) partnership to further its mission of “cleaner air, safer whales, and a quieter ocean”
- Support and grow the new Brand Ambassador Initiative by:
 - Cultivating strong relationships with current Brand Ambassadors,
 - Identifying and engaging with senior staff from retail and manufacturing companies that work with shipping fleets to transport goods, and
 - Recruiting new Brand Ambassadors;
- Coordinate with BWBS partners to prepare communication materials and draft press releases;
- Oversee and create content for the program’s LinkedIn and website pages;
- Support other duties, as assigned

Desired Skills

- Bachelor’s degree or higher in a related field or equivalent work experience;
- Minimum of 2 years working in Environmental & Social Governance, marketing, or strategic environmental communication. Familiarity with corporate sustainability efforts is a plus;
- Strong independent research skills;
- Interest in environmental and marine conservation efforts;
- Excellent communication skills, including presentation, verbal, and written;
- Strong collaborative mindset;
- High level of proficiency in Microsoft Office suite;
- Familiarity with website building through Wix.

Reporting

This position reports to the Executive Director of CMSF.

Salary

This is a part-time 20/hour week position that offers competitive compensation at between \$25-\$35/hour based on experience. This position could grow into full-time work contingent on future funding.

To Apply

Please send a letter of introduction and CV to Robert Mazurek, Executive Director, California Marine Sanctuary Foundation robert@californiamsf.org. Please use “BWBS Program Associate Position” in the subject line. Applications will be reviewed on a rolling basis until the position is filled.

Organizational Overview

Since 1995 CMSF has worked to protect the state's coastal ecosystems while strengthening coastal resilience in the face of population growth, urban and industrial uses, climate change, and resource extraction. Working together with local communities, government agencies, tribal communities, harbors and marinas, and NGOs, we identify and then implement practical and effective solutions to reduce human impacts and increase stewardship of our state's coastal resources. Our core focus is on improving coastal resilience by using an interdisciplinary approach, engaging stakeholders, members of the public,



as well as experts to help drive cutting edge and creative solutions. For the past 25 years CMSF has proven to be a strategic partner and innovator in coastal programming.

Diversity Statement

CMSF is committed to dismantling the longstanding racial, gender, and socio-economic boundaries that exist in the field of environmental conservation. When bringing on new staff and interns, we adhere to equitable recruiting policies and promote anti-discrimination within our work and with our partners in the local and conservation communities. We acknowledge that environmental conservation is woven with rich diversity including Indigenous Knowledge and Traditional Ecological Knowledge and we will do our best to amplify all the voices that contribute to conservation. Lastly, we commit to continued listening and learning, adapting to the needs of our community, and being inclusive.