



U.S. Ocean Protection Ambassadors - Role Description

POSITION: U.S. Ocean Protection Ambassador

SUPERVISOR: Director of Youth Engagement

PROGRAM DATES:

Applications will be accepted from youth ages 17-22 based in **California, Georgia, Hawai'i, Maine, Massachusetts, New York, South Carolina, or Washington D.C. Metro Area** for the duration of the program timeframe.

SCOPE

The future sustainability of life on earth and the health of our planet is inextricably linked to the health of our ocean. Global concern regarding environmental degradation and anthropogenic impacts on marine ecosystems has led to urgent calls for countries to meaningfully protect at least 30% of the ocean by 2030 (30x30) to preserve what remains of ocean biodiversity and restore the ocean to abundance. Activating and engaging youth is key to building a durable conservation movement that can move with the speed and audacity needed to transform the future, and EarthEcho International is at the forefront of that work supporting 30x30.

Over the last three years, EarthEcho's U.S. Ocean Protection Ambassador program has equipped young people with the tools, resources, and support to lead creative campaigns to advance and strengthen community-led marine protected area efforts across the United States. Adapting to a different policy landscape in 2025, this year's U.S. Ocean Protection Ambassador program will equip six youth leaders, ages 17-22, with the training, support, and funds to 1) develop and launch campaigns mobilizing community support for key regional marine protected area proposals, protections, and/or enhanced management and 2) engage with Congress and federal agencies in defense of key environmental laws and ocean protection in the United States. Ambassadors will receive training and support from the EarthEcho team, along with mentorship from a diverse network of policy focused partner organizations.

This paid, virtual Ambassador opportunity will be managed from EarthEcho International's U.S.-based office, with additional guidance provided by the National Ocean Protection Coalition and a network of regional partner organizations.

KEY DUTIES AND RESPONSIBILITIES:

Ambassadors are responsible for the development and execution of a campaign designed to mobilize support and engagement for locally led efforts to advance and strengthen marine protected areas in their region. Additionally, Ambassadors are responsible for leading rapid mobilization of their peers and community members in defense of key environmental laws and

existing ocean protections on an ongoing basis throughout the program term. To move this work forward, Ambassadors must commit to the following:

- Contribute approximately 120 hours to the work of the initiative between October 1, 2025 and April 30, 2026
- Participate in bi-weekly virtual meetings from October-November 2025 with the EarthEcho team and Ambassador cohort to gain background information, including an initial virtual briefing with partners to gain an understanding of the needs and opportunities for advancing/defending marine protected areas in their respective region and a campaign planning training led by EarthEcho International to outline initial campaign plans and deliverables with a focus on meeting the needs identified during the initial briefing.
- Develop a detailed campaign plan, timeline, deliverables, and budget with support and guidance from EarthEcho International (limited grant funds are available for plans if needed for supplies/materials, local travel, fees, etc.).
- Implement a campaign to mobilize support for regional marine protections in alignment with needs identified by regional partners and measure impact. While each campaign will be uniquely designed by the youth leaders, based on specific local needs, all Ambassadors will collaborate with EarthEcho International and campaign partners to ensure campaigns have a communications element and a direct strategy to engage/reach elected officials with their efforts. All campaigns will include plans to:
 - engage a minimum of 250 youth and community members
 - feature at least one community-based event or similarly impactful campaign element to build public support for marine protected areas; and
 - create at least one media article/feature published building support for marine protected areas in the region/nationwide.
 - *Ambassadors will also be asked to track 1) number of participants/community members engaged in the events/activations led by Ambassadors 2) social media reach/engagement of Ambassadors' projects 3) total number of elected officials reached through campaign efforts 4) the development of evergreen advocacy tools/resources to support the continued engagement of young leaders in this work.*
- Collaborate with and respond to timely requests from EarthEcho International, the National Ocean Protection Coalition, regional partners, and fellow Ambassadors to lead rapid response activations to mobilize youth leaders/community members to engage with Congress and federal agencies in defense of key environmental laws and ocean protection on an ongoing basis as needs arise and track the impact of these activations (i.e. number of calls made to members of Congress, youth signing on letters of support for key environmental laws etc.).
- Participate in monthly virtual meetings from December 2025-April 2026 to support campaign implementation and identify/respond to ongoing opportunities to defend key environmental laws and ocean protections in the U.S. Share monthly campaign impact updates with EarthEcho International.

- Participate in periodic direct check-in calls with EarthEcho staff and regional partners as needed to support campaign implementation and ensure campaign efforts align with regional needs.
- Capture and share content (photos, video, media etc) throughout the campaign planning and implementation process to demonstrate collective impact.
- Ensure there is a direct pathway for the young people engaged in each campaign to join EarthEcho's GenSea online community, creating a regional hub of youth leaders with ongoing access to opportunities to advocate for and support marine protected areas in the U.S. beyond the timeframe of the campaign.
- To the extent possible, respond to and participate in additional event/media/presentation opportunities as needed to serve as a youth voice and highlight the impact of program work.
- Participate in or record a presentation for a virtual presentation to share the campaign impacts with partners and program supporters at the end of the program term.

REQUIRED QUALIFICATIONS:

All Ambassadors should possess the following background and skills:

- Be between the ages of 17-22 years old at the time of application
- Be located in California, Georgia, Hawai'i, Maine, Massachusetts, New York, South Carolina, or Washington D.C. Metro Area throughout the duration of the initiative (October 1, 2025 and April 30, 2026)
- English language proficiency--all meetings will be conducted in English
- Computer/internet access and comfort working remotely and communicating primarily through video conference and email

Ambassadors will receive \$3,000 USD in compensation for their work from October 1, 2025-April 30, 2026. Payments will be made in two installments (a mid-point and final payment) upon successful completion of initiative milestones.

To apply, please complete the [U.S. Ocean Protection Ambassador Program Application form](#) by September 17, 2025 at 11:59pm EDT.

If you have any questions, please contact Sean Russell at srussell@earthecho.org.

About EarthEcho International

EarthEcho International is a nonprofit that envisions a world where every individual, from all backgrounds and experiences, has the opportunity and tools to create a healthy and thriving environment. EarthEcho's mission is to build a global youth movement to protect and restore our ocean planet, a critical part of creating a sustainable and equitable future for all. Established by explorer and advocate Philippe Cousteau, Jr, in honor of his father, Philippe Cousteau Sr., and grandfather, legendary explorer Jacques-Yves Cousteau, EarthEcho reaches more than 2 million people in 146 countries, providing original education content, immersive training and leadership experiences, and active collaboration networks free of charge for youth and the teachers and community leaders who work with them. Our signature programs equip individuals

and groups to identify local needs, develop plans, and take action starting in their own communities as part of a larger, connected global network of changemakers.