

TITLE: Partnership Marketing Coordinator (Seasonal)

START & END DATE: April 1 – October 31, 2015

SALARY: Competitive; commensurate with experience.

About City Parks Foundation:

City Parks Foundation (CPF) is the only independent, non-profit organization to offer park programs throughout the five boroughs of New York City. The organization works in over 350 parks citywide, presenting a broad range of free arts, sports, education, and community-building programs. CPF reaches more than 425,000 New Yorkers each year, contributing to the revitalization of neighborhoods throughout New York City.

Job Description

The Partnership Marketing Coordinator will help manage the execution of corporate partnership contract deliverables, both in office and on-site. The position will require the Coordinator to be on-site at many of CPF's *SummerStage*, sports and education events throughout the duration of the position. The largest focus will be on sponsors of *SummerStage*, one of New York City's premier performing arts festivals, in Central Park and neighborhood parks across the five boroughs. This position reports to the Manager of Corporate Partnerships and will require a high degree of coordination with the Marketing department to ensure that all CPF partners advance their goals and are fully integrated with the program that they support.

Responsibilities include, but are not limited to, the following:

- Provide assistance to the Corporate Partnerships manager in coordinating logistics of all on-site sponsorship elements - including deliveries, set-up and production.
 - Elements include promotional materials and equipment, signage, hospitality, special requests.
- Maintain clear and consistent communication with portfolio of corporate partners.
- Coordinate with Marketing department to create, track and document social media promotions.
- Track and document sponsor inclusion in related print collateral, press releases, and advertisements.
- Gather all necessary on-site, digital, print and photo documentation for reporting purposes.
- Manage sponsor guest list for all *SummerStage* performances in Central Park.
- Attend most *SummerStage* events (shows are held on weekday evenings and weekends from May through October). Summer office hours will be established accordingly.
- Attend all weekly *SummerStage* production meetings.
- Creatively devise and implement promotional events for current partners or prospects at *SummerStage*.
- Fulfill sponsor activations at *SummerStage* and CPF Sports programs, including golf, tennis and track & field.
- Assist in preparing final reports at end of season.
- Assist at CPF Special Events, including SummerStage Gala, US Open Tennis Benefit, CPF Golf Classic and others.
- Work with and provide support to CPF staff of all levels and program areas to fulfill duties.

Qualifications:

- Ability to learn quickly, prioritize work, work independently and work proactively.
- A minimum of 2 years work experience in marketing, event production, public relations. Interest in business partnerships a plus.
- Must be available for duration of the position (April – late October).

- Including many nights and weekends.
- Superior written, verbal and organizational skills.
- Comfort being a forward facing member of the organization.
- Ability to communicate and work well with multiple constituencies, from backstage to the boardroom.
- Demonstrated willingness/interest in assuming responsibilities.
- Interest in sales with a strong customer service focus.
- Strong working knowledge of live music and sports preferred.
- New York State Driver's License required, travel throughout the five boroughs required.
- Comfort working in Microsoft Office and Google Drive.
- Bachelor's degree.

To apply, please submit cover letter and resume to: Sponsorship@CityParksFoundation.org

Thank you for your interest in City Parks Foundation. Only potential candidates will be contacted.

NO CALLS OR FAXES, PLEASE