

Marketing and Communications Internship – Summer 2016

[City Parks Foundation](#) (CPF) is the only independent, non-profit organization to offer park programs throughout the five boroughs of New York City. CPF works in hundreds of parks citywide, presenting a broad range of free [arts](#), [sports](#) and [education](#) programs, and helping citizens to support their [parks](#) on a local level. Our programs and community-building initiatives reach hundred of thousands of New Yorkers each year, contributing to the revitalization of neighborhoods throughout New York City.

We offer meaningful, *unpaid* internship experiences in the Marketing & Communications Department, which manages all marketing, publicity, social media, community outreach and media partnership initiatives for the entire organization. Interns will gain hands-on experience while helping the full-time staff execute a wide range of summer programs.

To read about past intern experiences, visit:
www.cityparksfoundation.org/category/intern-reflection

General Requirements

- Must be enthusiastic about producing events in city parks, bringing neighborhoods together, and building community
- Must demonstrate strong written and verbal communication skills, be a creative thinker, and have strong attention to detail
- Must have working knowledge of Google Drive Apps and Microsoft Office
- Must be familiar with social networking tools such as Facebook, Twitter, Instagram, Hootsuite, Blogs, YouTube, Flickr, etc.
- Willing to travel independently to parks throughout the five boroughs
- Must be a current college student
- **Be available to work in the office (approx. 20-25 hours/week) and on-site at events (approx. 3 evenings/week including one weekend day) for 10-12 weeks between early-May and late-August. Start and end dates flexible.**

Duties

Assist the Marketing and Communications staff with general office, research, and outreach projects including:

Marketing/Digital/Social Media

- Research and create outreach lists for marketing material distribution for a variety of programs across the city
- Help with marketing initiatives surrounding CPF summer programming including SummerStage, SummerStage Kids, CityParks Sports, and CityParks Education Summer Institutes
- Create and post content for CPF and SummerStage social media accounts including Facebook, Twitter, and Instagram
- Work with photo database to organize, categorize, fulfill press requests and update photos on social media accounts
- Assist with compiling information and inputting event listings on CPF and partner websites
- Independent reporting and content creation on all program areas for the CPF blog
- Travel to parks throughout the five boroughs for SummerStage performances, CityParks Sports, and CityParks Education Summer Institutes
 - o Post to social media accounts live from events and as needed, run social media contests, sign audience up for email newsletter, hand out marketing materials, check in press and assist media partners with on-site promotions

Publicity

- Research and create media lists, and write copy for press releases and media advisories
- Investigate publicity opportunities by visiting various programs and interviewing instructors and participants to formulate potential pitches
- Active pitching and following up of press releases via phone and email in order to secure story placements
- Input event listings information in online and print outlets
- Collect and archive media coverage
- Accompany staff to press events (such as interview tapings) as necessary

General

- Assist with answering phones/public inquiries in executive office
- Opportunity to assist at fundraising events including the annual CPF Gala



- Other general office/admin tasks may be assigned

To apply: Please send a resumé and a cover letter with "Summer Marketing Internship Application" in subject line of email to: MarketingInternship@CityParksFoundation.org

Deadline: March 7, 2016

Due to a high volume of applications, only those selected for an interview will be contacted.

For more information on City Parks Foundation, visit:

www.cityparksfoundation.org | www.facebook.com/cityparksfoundation | www.facebook.com/SummerStageNYC