

Position/Title: Marketing and Partnerships Internship

Start Date: June 4, 2018

Application Deadline: March 16, 2018

Contact: Send resume and cover letter to

MarketingInternship@CityParksFoundation.org

ABOUT CITY PARKS FOUNDATION

City Parks Foundation (CPF) is the only independent, nonprofit organization whose mission is to offer programs in public parks throughout the five boroughs of New York City. We are dedicated to invigorating and transforming parks into dynamic, vibrant centers of urban life through sports, arts, community development, and education programs for all New Yorkers. Our programs and community building initiatives -- located in more than 350 parks, recreation centers, and public schools across New York City -- reach 425,000 people each year. Our ethos is simple: we believe thriving parks mean thriving communities.

- We present the largest free, outdoor performing arts festival in NYC through SummerStage, presenting artists of the highest quality across multiple disciplines and genres, and marionette puppet theater in all five boroughs with our Swedish Cottage Marionette Theatre and the roving PuppetMobile.
- Partnerships for Parks, a public-private program of City Parks Foundation and NYC Parks, supports and champions a growing network of leaders who care and advocate for the transformation of their neighborhood parks.
- We connect youngsters to nature in the urban environment with education programs that provide learning experiences through classroom and hands-on activities in parks, urban forests, coastal areas, gardens, and recreation centers.
- Free golf, tennis, track & field, soccer, and fitness programs bring high-quality instruction and equipment into areas where few organized athletic opportunities exist. We offer leveled training, year-round scholarship coaching, and special pro events.

POSITION SUMMARY

City Parks Foundation offers 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 initiatives for our arts, sports, community development and education programs.

Interns must be available to work 3 days/week in the office and on-site at events approx. 3 evenings/week possibly including one weekend day for 10-12 weeks between late May and late-August. Start and end dates flexible.

RANGE OF DUTIES

- General support for all marketing initiatives surrounding CPF summer programming including SummerStage, CityParks Play, CityParks Learn, and Partnerships for Parks

- Independent travel to parks throughout the five boroughs for SummerStage performances, CityParks Play, and CityParks Learn Summer Institutes
- Create and post content for CPF and SummerStage social media accounts including Facebook, Twitter, Instagram, Snapchat, and LinkedIn
- Research and create outreach lists for marketing material distribution for a variety of programs across the city
- Assist with community outreach initiatives such as neighborhood flyering
- Manage photo database to organize, categorize, fulfill press requests and update photos on social media platforms
- Compile information, update, and create content for the CPF website and email marketing campaigns
- Research and create media lists, and write copy for press releases and media advisories
- 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
- Assist with answering phones/public inquiries
- Opportunity to assist at fundraising events including the annual CPF Gala
- Other general office/admin tasks may be assigned

Onsite at SummerStage, Citywide

- Live social media coverage of performances
- Assist with press check-in
- Staff marketing table and distribute marketing materials to audience members
- Be a spokesperson for the organization and answer questions from audience members
- Aid media partners with on-site promotions

QUALIFICATIONS

- 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, Snapchat, Hootsuite, LinkedIn, etc.
- Willing to travel independently to parks throughout the five boroughs
- Must be a current college student
- Photography experience a plus

CONTACT

Interested parties should email cover letter and resume to: MarketingInternships@CityParksFoundation.org.
Put "CPF Summer Internship" in subject header.

Thank you for your interest in City Parks Foundation, an equal opportunity employer. Only potential candidates will be contacted. No calls, please.