

Position/Title: Marketing Assistant

Start Date: September 10, 2018

Contact: Send resume, cover letter with writing samples to marketingjobs@CityParksFoundation.org

PROGRAM OVERVIEW

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 the 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 Theater 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

Reporting to the Associate Digital Marketing Manager, the Marketing Assistant will provide support for all aspects of the Marketing department at City Parks Foundation with a focus on general marketing support, with assistance in digital, social, publicity and community marketing. This position is responsible for helping to maintain our voice by working closely on the City Parks Foundation's social media channels, website, email marketing, and form creation; ensuring neighborhood residents are aware of our programs through street marketing and community outreach; working with media and marketing partners; and assisting in day-to-day marketing needs.

This role is an opportunity to work on diverse projects with massive New York City exposure. This position requires strong attention to detail and the ability to thrive in a fast-paced, collaborative environment.

RESPONSIBILITIES

Support marketing campaigns for City Parks Foundation's programs including, but not limited to:

- Assist with all day-to-day marketing tasks for CPF by working on digital, print, social and community relations campaigns for all programs Maintain digital marketing across CPF including our website, email, and social media channels including posting on Facebook, Twitter, Instagram, Snapchat, and LinkedIn
- Assist with content creation for all marketing efforts including but not limited to social media, newsletters, and website
- Build online registration and payment forms as need for program registrations and fundraising events Maintain media partnerships and media buys and track and organize, media clips, as well as track impressions and circulation for reporting
- Work with the Marketing & Partnerships Department to track and document all marketing plans, including social media promotion, street team scheduling, email schedule, distribution of printed materials, media buy schedules and partnership agreements
- Support the brand ambassador program and street marketing efforts
- Submit programs for inclusion in external newsletters and websites calendar listings
- Assist in overseeing the department's internship program throughout the year
- Serve as an onsite Marketing representative at select CPF events to support vendor, media partners and press as needed, including traveling throughout the five boroughs
- Support administrative tasks, including but not limited to: tracking of program information, organizing printed materials, tracking department schedule, processing payment vouchers, managing photo archives, managing press clippings and fulfilling photography requests, organizing marketing mailings
- Work with the Marketing team and all program staff to collaborate on any needs

QUALIFICATIONS

- Bachelor's degree in marketing or related field
- 1-2 years of relevant internship or work experience
- Excellent written and oral communication skills with writing samples to share
- Familiarity with Google Suite (Docs, Slides, Sheets, Drive) preferred
- Proficient in Facebook, Twitter, Instagram, LinkedIn, and Snapchat
- Technical ability and interest in learning Wordpress, Classy, Eventbrite, FormAssembly, JotForms, Adobe Photoshop and Adobe Illustrator a plus
- Highly organized, strong attention to detail, and the ability to handle multiple priorities at once
- Ability to work in a fast-paced work environment
- A passion for art, culture, sports, environmental education, and/or community building
- Ability to prioritize and to work independently and proactively
- Ability and willingness to work evenings and weekends as needed
- Valid NY State Driver's License preferred, but not required

WORKING FOR CITY PARKS FOUNDATION

Benefits include excellent healthcare and dental package, vacation, paid holidays, 403(b) Retirement Plan, Transit Check program, life insurance, and flexible spending plan. City Parks Foundation is a collegial, mission-focused organization that values its employees and encourages professional growth and advancement.

Contact: Interested parties should email cover letter, resume, and salary requirements to marketingjobs@CityParksFoundation.org with the subject 'Marketing Assistant'. In your cover letter, please comment on your digital marketing experience and technical skills. Thank you for your interest in City Parks Foundation, an equal opportunity employer. Only potential candidates will be contacted. No calls, please.



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