

Position/Title: **Community Engagement Associate (Seasonal)**

Position start/ end date: **February 4 - June 30, 2019 (with possibility of extension)**

Application Date: **Due by December 12, 2018**

Contact: **Send resume, cover letter, and two 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 Community Engagement Manager, the Associate will provide support for all aspects of community engagement work at City Parks Foundation with a focus on grassroots outreach and community partnerships. This position is responsible for ensuring neighborhood residents are aware of City Parks Foundation's myriad of programs through street marketing and community outreach and by assisting in day-to-day marketing tasks. 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 for City Parks Foundation's programs including, but not limited to:

- Assist with development and management of relationships with community based organizations and agencies
- Support street marketing through the ambassador program including hiring, training, meeting planning, email and phone communication, scheduling, materials pick up/ return, reporting, and invoicing
- Coordinate all street marketing vendors including scheduling, materials distribution, reporting, and invoicing
- Represent CPF at events and meetings to promote our programs and build relationships, including travel throughout the five boroughs during nights and weekends
- Support program growth and outreach including direct calls, emails, and mailings to schools, camps, senior centers, community boards, and elected officials
- Coordinate community partners to collaborate with SummerStage for pre and onsite promotion and activations including overseeing the application & approval process and day-to-day communication
- Support the seasonal internship program
- Support administrative tasks, including but not limited to: tracking of program information, organizing printed materials, tracking department schedule, invoicing, 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
- Fluent in English and Spanish
- Familiarity with NYC neighborhoods and working with community based organizations
- 2-3 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), Salesforce, SurveyMonkey, and MailChimp preferred
- Highly organized, strong attention to detail, and the ability to handle multiple priorities at once 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 travel throughout all 5 boroughs independently
- Ability and willingness to work evenings and weekends as needed
- Valid NY State Driver's License preferred, but not required

Contact: Interested parties should email cover letter, resume, 2 writing samples, and pay requirements to marketingjobs@CityParksFoundation.org with the subject 'Community Engagement Associate'. In your cover letter, please comment on your community engagement and street 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.