

**Position/Title:** **Marketing and Partnerships Internships (3 available)**

**Start Date:** **Early June 2019**

**Application Deadline:** **April 5, 2019**

**Contact:** **Send resume and cover letter to**

[MarketingInternship@CityParksFoundation.org](mailto: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 hands-on internship experiences in the Marketing & Partnerships Department, which manages all marketing, publicity, social media, community outreach and media partnership and sponsorship initiatives for the entire organization. Interns will gain experience while helping the full-time staff execute a wide range of initiatives for our arts, sports, community development and environmental education programs. This internship is focused specifically working on location at our SummerStage festival in neighborhood parks in all five boroughs. These are stipend paid internships.

**Three internships are available (see details below).**

#### **1. Summer Events Marketing Intern (On-site; 1 available)**

Must be available to work 1 day/week in the office and on-site at events approx. 3 evenings/week for 10-12 weeks between mid-June and late-August. Start and end dates flexible.

### **RANGE OF DUTIES**

- Attend summer events throughout all 5 boroughs in NYC parks
- Live social media coverage of performances
- Assist with press & guest list check-in
- Staff marketing table and distribute marketing materials to audience members before, during and after performances
- Be a spokesperson for the organization and answer questions from audience members
- Assist with community outreach initiatives, such as neighborhood flyering
- Aid media partners and sponsors with on-site promotions
- Support onsite Marketing and Partnerships staff as needed
- Other admin tasks may be assigned

## **2. Summer Marketing Intern (In-office; 1 available)**

Must be available to work 3 days/week for 10-12 weeks between early-June and late-August. Start and end dates flexible.

### **RANGE OF DUTIES**

- In office general support for all marketing and partnerships initiatives surrounding CPF summer programming including SummerStage, CityParks Play, CityParks Learn, and Partnerships for Parks and more
- Draft and create 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
- 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
- Assist with answering phones/public inquiries
- Other general office/admin tasks may be assigned

## **3. Summer Partnerships Intern (In-office; 1 available)**

Must be available to work 4-5 days/week for 35-40 hours between early-May and mid-September. Start and end dates flexible.

### **RANGE OF DUTIES**

- In office general support for all corporate partnerships initiatives including SummerStage, CityParks Play, CityParks Learn, and Partnerships for Parks including managing guest lists, contracts, invoices, onsite activation documentation, data entry, research and more
- Assist with tracking social media content for all corporate partners
- Assisting with the cultivation of new and existing corporate partners
- Organize and categorize corporate partners' related photos for season recaps
- Assist with tracking and corporate partner content for the CPF website and email marketing campaigns

- Onsite duties include assisting with client customer service, supporting load-in / load-out, managing donated product, and general troubleshooting

**QUALIFICATIONS for all available internship positions**

- Must be enthusiastic about producing events in city parks, bringing neighborhoods together, and building community
- Must demonstrate strong verbal communication skills, be a creative thinker, have strong attention to detail, and be outgoing
- 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 or graduate student
- Photography experience a plus

**CONTACT**

Interested parties should email cover letter and resume to: [MarketingInternship@CityParksFoundation.org](mailto:MarketingInternship@CityParksFoundation.org). Put "CPF Summer Internship" in subject header. And please state preferred intern position (if any) in cover letter.

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