

Position/Title: Marketing and Partnerships Spring Internship

Start Date: Early February, 2019

Application Deadline: January 18, 2019

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. At CPF, 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.

- 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.

Our ethos is simple: *we believe thriving parks reflect thriving communities.*

POSITION SUMMARY

City Parks Foundation offers hands-on 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 experience while helping the full-time staff execute a wide range of initiatives for our arts, sports, community development and environmental education programs.

Interns must be available to work in our Manhattan office approximately 15 hours / week. This is a stipend based internship.

RANGE OF DUTIES

- General support for all marketing initiatives surrounding CPF programming including CityParks Play, CityParks Learn, CityParks Shows - featuring SummerStage and the Swedish Cottage Marionette Theatre - and Partnerships for Parks
- Assist in preparing for the 2019 calendar of programs and events for all programs
- Provide pre-event, on-site event & post-event assistance as needed
- Draft content for CPF and SummerStage social media accounts including Facebook, Twitter, Instagram, and Snapchat
- 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 assist with press releases and media advisories
- Input event listings information in online and print outlets
- Research and writing assistance as needed
- Collect and archive media coverage
- Assist with answering phones/public inquiries
- Assist with out of the office street marketing as needed
- Other general office/admin tasks may be assigned

QUALIFICATIONS

- Must be enthusiastic about producing events in NYC, in 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
- Must be familiar with social networking tools such as Facebook, Twitter, Instagram, Snapchat, Hootsuite, YouTube, etc.
- Willing to travel independently to parks throughout the five boroughs
- Must be a current college student

CONTACT

Interested parties should email cover letter and resume to: MarketingInternship@CityParksFoundation.org.
Put "Spring Marketing 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.