

Position/Title: Onsite Marketing Assistant (Seasonal - \$20/Hr)

Start Date: Immediate

Application Date: April 30, 2019

Contact: Send resume & cover letter to marketingjobs@CityParksFoundation.org with "Onsite Marketing Assistant" in the subject

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 400 parks, recreation centers, and public schools across the city -- reach 300,000 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

The part-time seasonal assistant will support the Marketing department in a broad range of marketing outreach activities in the field focused on SummerStage. The Onsite Marketing Assistant reports to the Director of Marketing & Partnerships for City Parks Foundation. Two positions are available, one for Central Park and one for our traveling production in all 5 NYC boroughs.

This role is an opportunity to work on diverse projects with massive New York City exposure. This position requires a proactive and can-do attitude, strong attention to detail, organizational skills, problem-solving proficiency, and the ability to work outside on nights and weekends in various neighborhoods citywide.

RESPONSIBILITIES

- Attend SummerStage performances as the onsite Marketing contact (approx. 4-5 events/week) between June 1 - August 31, estimated 20 hours per week.
- Work in the City Parks Foundation office weekly when needed to prepare for onsite events.
- Serve as the Marketing & Partnerships point of contact on-site for media partners, community partners, production staff, photographers, CPF street team, press, VIP attendees, and the general public.
- Assist the press team onsite with check in, credentials, photo pit, VIP check in access and press interviews when needed.
- Manage all aspects of the Marketing tent including: table set up, communicating event details, answering questions, managing intern & street team staffs, distributing marketing materials to the general public; and in general serving as the customer service representative for SummerStage for all show attendees.
- Oversee and assist with SummerStage social media plan onsite, including: posting live updates on Twitter, Instagram, Facebook, and Snapchat; running contests and/or partner promotions; and answering questions and direct messages.
- Meet and assist media partners and community partners with on-site activations.
- Oversee City Parks Foundation interns, street team, and additional volunteers on-site at SummerStage events
- Assist with the marketing outreach initiatives onsite for any dance workshops, community partners and PuppetMobile.

QUALIFICATIONS

- Bachelor's degree or currently enrolled in an undergraduate program
- 2+ years experience in marketing, live events or related field
- Excellent oral and written communication skills
- Familiar with social media tools such as Facebook, Twitter, Instagram, Snapchat and YouTube
- 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
- Ability to prioritize and to work independently and proactively
- Must be available to work evenings and weekends and travel to all 5 NY boroughs
- Spanish proficiency is a plus

Contact: Interested parties should email cover letter and resume to marketingjobs@CityParksFoundation.org with the subject 'Onsite 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.