

Position/Title: Marketing and Partnerships Internship

Start Date: ASAP Fall 2019

Application Deadline: N/A

Contact: Send resume and cover letter to

MarketingInternship@CityParksFoundation.org

ABOUT CITY PARKS FOUNDATION

At City Parks Foundation, we are dedicated to invigorating and transforming parks into dynamic, vibrant centers of urban life through sports, arts, community building and education programs for all New Yorkers. Celebrating our 30th anniversary this year, we program in more than 400 parks, recreation centers and public schools across New York City and reach 300,000 people each year. Our ethos is simple: 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.

Interns must be available to work a minimum of 15 hours/week between late September and early-December. Start and end dates flexible. This is an unpaid position; a travel stipend will be provided in addition to academic credit based on the university.

RANGE OF DUTIES

- General support for all marketing initiatives surrounding CPF programming including SummerStage, Swedish Cottage Marionette Theatre, CityParks Play (sports program), CityParks Learn (environmental education program), and Partnerships for Parks
- Draft and create content for CPF 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 such as neighborhood flyering, inventory management and program summaries
- 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
- Collect, clip, and archive media and press coverage
- Input event listings information in online and print outlets
- Assist with program partnership summaries and the partnerships team
- Research potential sponsorship, advertising, media and marketing partners
- Assist with answering phones/public inquiries
- Other general office/admin tasks may be assigned

QUALIFICATIONS

- Must be enthusiastic about programming and events in city 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 and Microsoft Office
- Must be familiar with social networking tools such as Facebook, Twitter, Instagram, Snapchat, Hootsuite, LinkedIn, etc.
- Willing to travel independently throughout the five boroughs
- Must be a current college student

CONTACT

Interested parties should email a cover letter and resume to:

MarketingInternship@CityParksFoundation.org. Put "CPF Fall 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.