

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

Start Date: Late May 2020

Application Date: Due by April 15, 2020

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

PROGRAM OVERVIEW

At City Parks Foundation (CPF), we are dedicated to invigorating and transforming New York City parks into dynamic, vibrant centers of urban life through sports, arts, community building, and education programs for all New Yorkers. Our programs -- located in more than 400 parks, recreation centers, and public schools across New York City -- reach 310,000 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 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 & Development department in a broad range of marketing outreach activities at SummerStage in Central Park. The On-site Marketing Assistant reports to the Marketing Director for City Parks Foundation.

This role is an opportunity to work on diverse projects with massive New York City exposure. This position requires live event and production experience with 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.

RESPONSIBILITIES

- Attend SummerStage in Central Park performances as the primary on-site Marketing contact (estimated 4-5 events/week with variance) between June - September with an estimated 15-20 hours per week with fluctuation week to week.
- Work in the City Parks Foundation office weekly to prepare for on-site events (corresponding with and providing details to media partners scheduled to activate on-site and assigned photographers).

- Serve as the primary Marketing point of contact on-site for media partners, production staff, photographers, CPF brand ambassadors, press, VIP attendees, SummerStage members and the general public. Assist with sponsorship activations on-site, and SummerStage membership program when needed.
- Act as the primary manager of the on-site Marketing / Info tent including: table set up, communicating event details and answering questions for all attendees, managing intern & brand ambassador staff, providing assistance to developing, maintaining and servicing the SummerStage membership program, and managing the distribution of marketing materials.
- Oversee and assist with SummerStage social media plan on-site, including: posting live updates on Twitter, Instagram, and Facebook; and answering questions and direct messages.
- Manage on-site CPF photographers to ensure appropriate shots are being captured based on provided shot sheets.
- Coordinate with the production team to ensure smooth operation of our venue video screens and other multimedia content captures for each show.
- Assist the press team on-site with check-in, credentials, photo pit, VIP check in access and press interviews when needed.
- Meet and assist media partners with on-site activations.
- Coordinate season recap summaries.
- Additional on-site assistance as needed.

QUALIFICATIONS

- Bachelor's degree or currently enrolled in an undergraduate program
- 2+ years experience in marketing, live events, production or related field
- Excellent oral and written communication skills
- Familiar with social media tools such as Facebook, Twitter, Instagram, 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
- Spanish proficiency is a plus

Contact: Interested parties should email cover letter and resume to marketingjobs@CityParksFoundation.org with the subject 'On-site Marketing Assistant'. Thank you for your interest in City Parks Foundation, an equal opportunity employer. Only potential candidates will be contacted. No calls, please.