

**Position/Title:** Community Outreach Associate (Seasonal, part time- \$22/ Hr)  
**Position start/ end date:** March - September 2020  
**Application Date:** Due by March 8, 2020  
**Contact:** Send resume, cover letter, and writing sample to [marketingjobs@CityParksFoundation.org](mailto:marketingjobs@CityParksFoundation.org) with 'Community Outreach Associate' 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.

- CityParks Shows brings hundreds of live music, dance and theater performances to communities throughout New York City's five boroughs. The SummerStage festival presents over 100 free performances and benefit concerts each year in 16 parks throughout the city, ranging from American pop, Latin and world music to dance, spoken word and theater. The Swedish Cottage Marionette Theatre, home to one of the last public marionette companies in the US, presents modern takes on classic fairy tales, and the traveling PuppetMobile presents family-friendly puppet shows and workshops outdoors around the city, free of charge.
- Partnerships for Parks is a unique public-private partnership between CPF and NYC Parks that supports and champions neighborhood volunteers by giving them the tools they need to advocate and care for their neighborhood parks and green spaces.
- CityParks Learn environmental education programs help students experience the fun of science, while learning about their relationship to the natural world and the ways in which they can protect our natural environment. We provide environmental science programs for elementary, middle and high school students throughout New York City, serving nearly 3,000 kids through school-day, afterschool and summer programming, as well as credit-bearing training and paid internships for teenagers.
- CityParks Play activates New York's neighborhood parks with free sports programs for kids, including tennis, soccer, golf, track & field, and multi sport instruction, as well as fitness classes for seniors. We help New Yorkers stay active and healthy, discover new sports, and make new friends.

Our ethos is simple: we believe thriving parks mean thriving communities.

### **POSITION SUMMARY**

Reporting to the Community Engagement Manager, the Community Outreach Associate will support all aspects of community engagement work at City Parks Foundation with a focus on grassroots outreach and community partnerships. This position is responsible for sharing information with neighborhood residents about City Parks Foundation's myriad of programs through community outreach and by assisting in day-to-day marketing tasks. This role is an opportunity to work on diverse projects with massive New York

City exposure. This position requires strong attention to detail and the ability to thrive in a fast-paced, collaborative environment.

### **RESPONSIBILITIES**

Support marketing for City Parks Foundation's programs including, but not limited to:

- Street marketing through supporting the City Parks Foundation Brand Ambassador program including hiring and training staff, meeting planning, email and phone communication, event staffing scheduling, preparing materials for pick up/ return, collecting reporting, and processing invoicing
- Disseminate posters, postcards, and marketing materials to local businesses and community based organizations through canvassing
- Coordinate with street marketing consultants on event scheduling, materials distribution, collecting reporting, and processing invoicing
- Represent CPF at events and meetings to promote our programs and build relationships, including travel throughout the five boroughs during nights and weekends
- Support program growth and outreach including direct calls, emails, and mailings to schools, camps, senior centers, community boards, and elected officials
- Coordinate community partners to collaborate with SummerStage for pre and onsite promotion and activations including overseeing the community partner application & approval process and managing day-to-day communication
- Support the seasonal internship program
- Support administrative tasks, including but not limited to: tracking of program information, organizing printed materials and giveaways, invoicing, organizing marketing mailings
- Work with the Marketing team and all program staff as needed

### **QUALIFICATIONS**

- A passion for art, culture, sports, environmental education, and/ or community building
- Fluent in English and Spanish
- Familiarity with NYC neighborhoods and working with community based organizations
- 2-3 years of relevant work or internship experience
- Strong interpersonal skills and ability to interact with a diverse constituency to gauge needs, respond promptly, and take action when appropriate
- Familiarity with Google Suite (Docs, Slides, Sheets, Drive), Salesforce, SurveyMonkey, and MailChimp preferred
- Excellent written and oral communication skills and aptitude to follow directions
- Highly organized, strong attention to detail, and the ability to handle multiple priorities at once in a fast-paced work environment
- Ability to prioritize and to work independently and proactively
- Ability and willingness to travel throughout all 5 boroughs independently
- Ability and willingness to work evenings and weekends
- Valid NY State Driver's License

**Contact:** Interested parties should email cover letter, writing sample, and resume to [marketingjobs@CityParksFoundation.org](mailto:marketingjobs@CityParksFoundation.org) with the subject 'Community Outreach Associate.' Thank you for your interest in City Parks Foundation, an equal opportunity employer. Only potential candidates will be contacted. No calls, please.