

Position/Title: Brand Ambassador (Seasonal, contract - \$17/ Hr)

Position start/ end date: Year-round (busiest months, May - September)

Application Date: Due by March 23, 2020

Contact: Apply via <https://forms.gle/y58kuG1GmwzGeKsX9>

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

We're looking for energetic, outgoing people that are excited to talk to new people about City Parks Foundation's programs. Ambassadors will represent CPF by tabling or passing out flyers at neighborhood gatherings, large scale events, transit hubs and neighborhood businesses to promote arts, sports, environmental education, and community building programs. We are looking for ambassadors with familiarity living and/ or working in the Bronx, Staten Island, Queens, Brooklyn, and Manhattan.

- This is an hourly seasonal contract role based in New York City with shifts ranging from 2-8 hours primarily on weekends and evenings
- Most available shifts are offered from May through September
- Ambassadors submit monthly availability for at least 2-3 shifts

RESPONSIBILITIES:

- Represent CPF at events such as our SummerStage festival and at public events such as movie nights, block parties, and parades to talk to new people about CPF and help connect them to our programs
- Execute event booths from event start to finish including booth set up and break down; leading interactive activities for attendees; sharing program information; collecting email addresses; and passing out materials and branded giveaways; help create a lively atmosphere while actively listening to attendees and connecting them to CPF programs.
- Distribute flyers and printed materials by transit hubs or in neighborhood businesses
- Speak with community members to complete surveys about participating in CPF's programs and collect contact information for further follow up
- Communicate effectively and in timely manner with Team Management while onsite and before/ after shifts
- Provide documentation and constructive feedback after completing shifts
- Must pick up and return outreach materials from the office at 64th Street and 5th Avenue in Manhattan

QUALIFICATIONS:

- Familiarity living or working in NYC metropolitan area
- Friendly, outgoing demeanor with good listening skills , confidence speaking with new people, and patience working with a diverse public constituency
- Ability to work in a team dynamic, maintain composure, and stay energetic for long events
- Aptitude for following instructions and problem solving on the spot
- At least 1-2 years of experience in census, street team, customer service, or community relations
- Tech savvy (must use an iPad for newsletter registration and phone for photos)
- Physical ability to stand for multiple hours and lift at least 40 pounds
- Willingness to work outside in undesirable weather (hot, cold, rainy, etc).
- Fluency in multiple languages is a plus - particularly Spanish
- Must be 18+ years old and must submit a W-9

Contact: Interested parties should apply at <https://forms.gle/LyajinU1PgcV3S4FP9>. Thank you for your interest in City Parks Foundation, an equal opportunity employer. Only potential candidates will be contacted. No calls, please.