

Position/Title: Marketing and Partnerships Internship

Start Date: Spring 2022

Application Deadline: January 7, 2022

Contact: Send resume and cover letter to

MarketingInternship@CityParksFoundation.org

ABOUT CITY PARKS FOUNDATION

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. At CPF, we are dedicated to invigorating and transforming parks into dynamic, vibrant centers of urban life through arts, environmental education, sports, and community building programs for all New Yorkers. Our ethos is simple: we believe thriving parks mean thriving communities.

- We produce *SummerStage*, the largest free, outdoor performing arts festival in NYC, presenting world-class artists from across the globe and our own neighborhoods on our mainstage in Central Park and in local parks in all five boroughs, and our Swedish Cottage Marionette Theatre and roving PuppetMobile present marionette puppet theater throughout New York City.
- Partnerships for Parks, a public-private program of City Parks Foundation and NYC Parks, supports and champions a growing network of community leaders who care and advocate for the transformation of our neighborhood parks.
- We connect youngsters to nature in the urban environment through progressive, experiential teaching. Using parks as classrooms, we provide learning experiences and hands-on activities in urban forests, coastal areas, and gardens.
- 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, media partnership and sponsorship initiatives for the entire organization. Interns will gain experience while helping the full-time staff execute a wide range of strategies for our arts, sports, community development and environmental education programs.

Interns must be available to work a minimum of 15 hours/week between January and May. Start and end dates are flexible. This is an unpaid position; a stipend will be provided in addition to academic credit based on the university. This role is offered on a remote-only basis.

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
- Data, asset and list management support for SummerStage 2022
- Proofread and fact check marketing materials across all programs
- Draft and create social media content schedules for CPF and partners on platforms including Facebook, Twitter, Instagram, TikTok and LinkedIn
- Assist in preparing for the 2022 calendar of programs and events for all programs
- Provide support for organizing media partnership and sponsorship benefits
- Research, create and update outreach lists for marketing material distribution for a variety of programs across the city
- Assist in organizing photo database
- Compile information, update, and create content for the CPF website
- Research, create and update media lists
- Collect, clip, and archive media and press coverage
- Input event listings information in online and print outlets
- Research potential sponsorship, advertising, media and marketing partners
- Assist with entering sponsorship and partnership client records and assisting in client proposals
- Assist with public inquiries via email
- Other general admin tasks may be assigned

QUALIFICATIONS

- Must be enthusiastic about programming and events in city parks, bringing neighborhoods together, and building community
- Must be able to work independently and remotely, using a personal computer equipped with wifi, camera and microphone for video call check ins.
- 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; Salesforce experience or interest preferred
- Must be familiar with social content tools such as Facebook, Twitter, Instagram, LinkedIn, TikTok, YouTube, etc.
- Marketing and public relations background preferred (academic or past internship experience)
- Must be a current college student

CONTACT

Interested parties should email a cover letter and resume to:
MarketingInternship@CityParksFoundation.org. Put " Spring Marketing Internship" in the subject header.

Thank you for your interest in City Parks Foundation, an equal opportunity employer. Only potential candidates will be contacted. No calls, please.