

Position/Title: Marketing Internship

Dates: Seasonal, Summer

Application Deadline: May 6, 2022

Contact: Please email resume & 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 is offering an internship in the Marketing department during Summer 2022. Interns will gain experience while helping staff execute a wide range of social media initiatives for our arts, sports, and environmental education programs. An internship stipend will be provided in addition to eligible academic credit.

RESPONSIBILITIES

- Support for all marketing initiatives surrounding CPF summer programming including SummerStage and SummerStage Anywhere, PuppetMobile, Swedish Cottage Marionette Theatre, CityParks Play (sports), CityParks Learn (environmental education), and CityParks Build (Partnerships for Parks)
- Manage photo database to organize, categorize, fulfill press requests and update photos on social media platforms
- Track and archive all press clips for CPF and SummerStage
- Assist with social media research, strategy and campaign implementation
- Draft copy and source photos daily for organic and paid posts
- Update Facebook events for all SummerStage shows
- Assist with Facebook live events, including crossposting requests

- Assist with artist asset organization and usage on social media
- Track artist promotion of SummerStage shows across social media
- Organize and capture social media screenshots and engagement statistics
- Assist in brainstorming creative video ideas to increase followers and views on the SummerStage TikTok account
- Input event listings information in online and print outlets

QUALIFICATIONS

- Must be available to work 3 days/week for 10-12 weeks between mid-May and late-August. Start and end dates are flexible.
- Interest in live events, programming and marketing.
- Social media skills and preferable experience with multiple platforms (Facebook, Twitter, Instagram, TikTok, YouTube)
- Experience working remotely but not required
- Must demonstrate strong written and verbal communication skills
- Must have knowledge of Google Apps (Drive, Gmail, Sheets and Docs)
- Must be detail-oriented and have super organizational skills
- Ability to multitask and able to meet deadlines

Note that candidates must be vaccinated for COVID-19 or have a valid medical exemption.

**This internship may be a hybrid in-office and remote position. Applicants must have the ability to work remotely with access to a computer and wifi.*

HOW TO APPLY

Interested parties should email a cover letter and resume to: MarketingInternship@CityParksFoundation.org. Put "Marketing Intern" in the subject header. Please also let us know how you found out about this position, and why you have chosen to apply to the Marketing Department. Applications that do not include this information will not be considered.

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