

Position/Title: Marketing - Brand Ambassador

Application Deadline: March 10, 2017

Contact: Please send resume and cover letter to marketing@CityParksFoundation.org with the subject 'Brand Ambassador Application.' In your cover letter, please note specifically your marketing, brand ambassador experience.

PROGRAM OVERVIEW:

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. We are dedicated to invigorating and transforming parks into dynamic, vibrant centers of urban life through sports, arts, community development, and education programs for all New Yorkers. Our programs and community building initiatives -- located in more than 350 parks, recreation centers, and public schools across the city -- reach 425,000 people each year. Our ethos is simple: we believe thriving parks reflect thriving communities.

- We present the largest free, outdoor performing arts festival in NYC through SummerStage and SummerStage Kids, 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, street hockey, 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

Become a part of City Parks Foundation! The CPF brand ambassador program is a group of passionate New Yorkers acting as our street team as they attend a variety of gatherings, community events and arts activities in diverse neighborhoods throughout the city. The team is focused on engaging and connecting with the local NYC community across all five boroughs and sharing vital information of our seasonal programs, including sports, education and arts, including our SummerStage festival -- the thirty-second consecutive season of presenting performing arts free-of-charge in NYC parks all summer.

We're looking for energetic, outgoing people to go out to local communities and top events in NYC and promote our programs, events, newsletters, and more. Our members will highlight CPF in the community and assist us in promoting campaigns, educating on our programs and creating local buzz for SummerStage, sports and education programs. This position is perfect for students and young professionals interested in gaining experience in community outreach, marketing & events.

QUALIFICATIONS

- A strong, independent drive with a friendly, outgoing demeanor
- Confidence in talking to large groups and engaging with new people
- Tech-savvy
- Familiarity with the New York City landscape
- Aa passion for art, culture, sports, environmental education, and/or community building
- Flexible schedule
- Willingness to travel to neighborhoods all over the city
- Experience street marketing programs and/or brand ambassadorship is a plus but not required

RANGE OF DUTIES

- General support for all marketing initiatives surrounding CPF programming including SummerStage, CityParks Sports, CityParks Education, and Partnerships for Parks
- Support planning and execution of grassroots marketing strategies to ensure CPF programs reach those most in need including flyering and canvassing neighborhoods, attending sports, education and arts events, including our SummerStage festival
- Participate in events citywide
- Other general admin tasks may be assigned
- Staff marketing table onsite at CPF events, distribute marketing materials, collect contact information
- Be a spokesperson for the organization and answer questions from audience members

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 City Parks Foundation, we are dedicated to invigorating and transforming parks into dynamic, vibrant centers of urban life through sports, arts, community development, and education programs for all New Yorkers. Our programs and community building initiatives -- located in more than 350 parks, recreation centers, and public schools across the city -- reach 425,000 people each year. Our ethos is simple: we believe thriving parks reflect thriving communities. The majority of our programming is provided at no cost, and we work in neighborhoods that would not otherwise have access to such resources. Signature programming includes: SummerStage, Partnerships for Parks, shows at the Swedish Cottage Marionette Theatre in Central Park, Tennis/Golf/Track & Field sports programming for kids and seniors, and educational partnerships that promote healthy living and teach environmental science.