

Position/Title: Marketing and Communications Intern

Application Deadline: March 21, 2017

Contact: Please send resume and cover letter to MarketingInternship@CityParksFoundation.org with the subject 'Summer Marketing Internship Application.' In your cover letter, please note specifically why you have chosen to apply to the Marketing and Communications Department and which facet of marketing and communications interests you the most.

POSITION SUMMARY

City Parks Foundation offers meaningful, *unpaid* internship experiences in the Marketing & Communications Department, which manages all marketing, publicity, social media, community outreach and media partnership initiatives for the entire organization. Interns will gain hands-on experience while helping the full-time staff execute a wide range of initiatives for our arts, sports, community development and education programs.

Interns must be available to work in the office 3 days/week and on-site at events approx. 3 evenings/week including one weekend day for 10-12 weeks between late-May and late-August. Start and end dates flexible.

QUALIFICATIONS

- Must be enthusiastic about producing events in city parks, bringing neighborhoods together, and building community
- 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
- Must be familiar with social networking tools such as Facebook, Twitter, Instagram, Snapchat, Hootsuite, YouTube, etc.
- Willing to travel independently to parks throughout the five boroughs
- Must be a current college student
- Photography experience a plus

RANGE OF DUTIES

- General support for all marketing initiatives surrounding CPF summer programming including SummerStage, CityParks Sports, CityParks Education, and Partnerships for Parks
- Independent travel to parks throughout the five boroughs for SummerStage performances, CityParks Sports, and CityParks Education Summer Institutes
- Create and post content for CPF and SummerStage social media accounts including Facebook, Twitter, Instagram, and Snapchat
- Research and create outreach lists for marketing material distribution for a variety of programs across the city
- Manage photo database to organize, categorize, fulfill press requests and update photos on social media platforms
- Compile information, update, and create content for the CPF website and email marketing campaigns
- Research and create media lists, and write copy for press releases and media advisories

- Input event listings information in online and print outlets
- Collect and archive media coverage
- Accompany staff to press events (such as interview tapings) as necessary
- Explore then present a new marketing initiative to the full-time marketing staff at the end of internship
- Assist with answering phones/public inquiries
- Opportunity to assist at fundraising events including the annual CPF Gala
- Other general office/admin tasks may be assigned

Onsite at SummerStage, Citywide

- Live social media coverage of performance
- Assist with press check-in
- Staff marketing table and distribute marketing materials to audience members
- Be a spokesperson for the organization and answer questions from audience members
- Aid media partners with on-site promotions

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.