

## Marketing & Communications Internship - Summer 2012

City Parks Foundation (CPF) is the only independent, non-profit organization to offer park programs throughout the five boroughs of New York City. CPF works in over 750 parks citywide, presenting a broad range of free arts, sports and education programs and helping citizens to support their parks on a local level. Our programs and community-building initiatives reach more than 600,000 New Yorkers each year, contributing to the revitalization of neighborhoods throughout New York City.

For more information visit:

[www.cityparksfoundation.org](http://www.cityparksfoundation.org)

[www.summerstage.org](http://www.summerstage.org)

[www.facebook.com/cityparksfoundation](http://www.facebook.com/cityparksfoundation)

[www.facebook.com/summerstage](http://www.facebook.com/summerstage)

[www.peopleplusparks.com](http://www.peopleplusparks.com)

We offer 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 in each of these areas while helping the full-time staff execute a variety of initiatives.

### General Requirements:

- Must be enthusiastic about producing events in city parks, bringing neighborhoods together, and building community
- Must demonstrate strong written and verbal communication skills
- Must have working knowledge of Microsoft Word and Excel
- Must be familiar with social networking tools such as Facebook, Twitter, Blogs, YouTube, Flickr, Foursquare, etc.
- Possess strong internet research skills
- Willing to travel to parks throughout the five boroughs
- Interest in music and the performing arts a plus
- **Be available to work in the office (approx. 20 -25 hours/week) and on-site at events (3 evenings/week including one weekend day)**

### In-Office Duties:

Assist the Marketing and Communications staff with general office, research and outreach projects including:

#### Marketing

- Research and creation of outreach lists for marketing material distribution for a variety of programs across the city
- Direct marketing including: bulk mailings, outreach to community partners, and distribution of marketing materials across the city

#### Publicity

- Research and creation of media lists for media alerts/pitches
- Collection and maintenance of media coverage
- Active pitching and following up of current press releases via phone and email in order to secure story placements
- Assist with inputting event listings information in online and print outlets

#### Social Media

- Update content for social media accounts including Facebook, Twitter, City Parks Foundation Blog, etc.
- Work with photo database to organize, categorize, fulfill requests and update Flickr & Facebook
- Assist with gathering content and writing for monthly Enewsletter of City Parks Foundation events and news

#### General

- Assist with answering phones/public inquiries in executive office
- Assist in the creation of written copy including but not limited to press releases, emails, schedules and media advisories
- Other general office/admin tasks may be assigned

**On-site Duties:**

- Travel to parks throughout the five boroughs for SummerStage music, theater and dance performances
  - o Tweet live from events, run Twitter and Foursquare contests, sign people up for email newsletter, hand out marketing materials, check in and assist media partners with on-site promotions
- Street team/canvass neighborhoods before events to bolster attendance
- Accompany staff to press events (such as interview tapings) as necessary

**TO APPLY: Please send a cover letter and resume to the email address (preferred) or mailing address below. Please put "Marketing Intern Application" in subject line of email. Deadline: March 15, 2012**

**City Parks Foundation  
830 Fifth Avenue  
New York, NY 10065**

**Email: [Marketinginternship@CityParksFoundation.org](mailto:Marketinginternship@CityParksFoundation.org)**