



**JOB:** Public Relations and Marketing Coordinator

**DATES:** March 1- October 15, 2010

**SALARY:** \$24,750 (\$3,300 / month)

The City Parks Foundation (CPF) is an independent, non-profit organization that produces arts, sports and educational programs, largely free of charge, for over 600,000 kids and adults in 750 parks throughout New York City. CPF's programs include *Central Park SummerStage*, *CityParks Concerts*, *CityParks Theater*, *CityParks Dance*, *CityParks Kids*, and a variety of education and sports programs for youth and seniors. CPF also works jointly with the NYC Dept. of Parks & Recreation in offering *Partnerships for Parks*, a program that supports community-based efforts to revitalize local parks and maintain active programming year-round in neighborhood parks.

The Public Relations and Marketing Coordinator reports to the Director of Marketing & Communications, and works closely with the Assistant Director, outside PR firms, and other seasonal staff.

Duties and responsibilities of the Public Relations and Marketing Coordinator will include:

### **Public Relations**

Help to develop and execute a public relations campaign to promote City Parks Foundation's summer programs including, but not limited to:

- Building and maintaining press lists;
- Drafting and editing media alerts and press releases;
- Contacting city and national media to develop stories;
- Coordinating the production and review of public service announcements;
- Supporting PR operations at CPF programs and special events;
- Maintaining news clips featuring CPF;
- Tracking impressions and circulation values for reporting purposes;
- Coordinating with PR agencies working for CPF to promote SummerStage and citywide

arts programs.

### **Marketing / New Media**

Work with Director of Marketing & Communications on special projects, as needed, including, but not limited to:

- Print campaign management for City Parks Foundation's summer programs.
- New media campaign including website maintenance and the use of social networking sites.
- Onsite liaison for media partners and press attending citywide art events;
- Marketing representative to the public at citywide arts events;

### **General**

- Oversees general Marketing budget including: invoices, billing, and overall support for the operations department.
- Willingness to work weekends and evenings, within the overall context of a 35-hour work week.

Bachelor's degree required. Ideal candidate is able to work independently, is highly organized, detail-oriented, and skilled in writing and verbal communication. Valid NYC driver's license a plus, but not required. Experience in PR for youth arts, education, and sports programs and experience with New York City media a plus.

Required computer skills: Microsoft Office 07, basic HTML, and basic internet

Interested candidates should **mail cover letter and resume** to:

Assistant Director Marketing and Communications Search (**Public Relations and Marketing Coordinator Search**)  
City Parks Foundation  
830 Fifth Avenue  
New York, NY 10065

**OR**, E-mail the same information to:

Coordinator@CityParksFoundation.org

No calls or faxes, please.