

Description of Promotion Coordinator Internship Experience

Volunteer Promotion Coordinator to lead the implementation of our promotion plan with the support of interns and volunteers of varying abilities and experience areas. While this is a volunteer position, our Coordinator will have the benefit of attending any Computer Resource Center sponsored training events free of charge, while also receiving complementary Recreation Center membership and name acknowledged on our website and all events.

Desired Skills

- Demonstrated familiarity with public technology centers; “digital inclusion” frameworks; NYC communities and neighborhoods; established contacts helpful in promoting computer center resources
- Commitment to mission of Computer Resource Centers
- Professional-level experience with promotion-related tasks, including development of collateral materials, media promotion, and grassroots event promotion
- Ability to maintain a flexible schedule and availability to commit up to 10 hrs/wk of volunteer time toward meeting our promotion goals.
- Professional competence with computer and software technology, including use of design layout software (In-Design, PDF files, Photoshop) and Microsoft Office Suite.
- Sufficient organization, project management, and volunteer management skills to meet promotion goals.
- Ability to effectively delegate/manage tasks to volunteers on an ongoing basis.
- Openness and responsiveness to feedback from other team members, volunteers and the community.

Specific Tasks

- Graphic design and copywriting of collateral (flyers, email promotions, event listings, advertisements) to promote our organization and workshops/training events to target audiences
- Work with our website designer to add event promotion information to our website
- Recruit and manage volunteers and interns to support the implementation of promotion-related tasks in alignment with our promotion plan
- Pitch stories and instructor interview opportunities to local media; field occasional media calls
- Coordinate email promotion of our events to target audiences, either via partnerships with likeminded organizations, or members
- Coordinate promo on relevant social-networking sites (Twitter, Facebook, MySpace)
- Coordinate requests for donated print or media placements wherever possible
- Work with our Director to establish and work within a specified promotion budget. Keep track of promotion-related expenses.
- Maintain regular communications with volunteers, promo team, and directors regarding progress on promotion related tasks.

To apply for this position, please submit a letter of interest and resume to Olga Gazman at olga.gazman@parks.nyc.gov