

NYC SUMMER INTERNSHIP PROGRAM 2010

PARKS & RECREATION-057

Bronx River Alliance
Ranaqua
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AGENCY DESCRIPTION

Parks & Recreation is the steward of more than 29,000 acres of land — 14 percent of New York City — including more than 5,000 individual properties ranging from Yankee Stadium and Central Park to community gardens and Greenstreets. We operate more than 800 athletic fields and nearly 1,000 playgrounds; we manage five major stadia, 600 tennis courts, 66 public pools, 51 recreational facilities, 17 nature centers, 14 golf courses, and 14 miles of beaches; we care for 800 monuments and 23 historic house museums; we look after 600,000 street trees, and two million more in parks. We are New York City's principal provider of athletic facilities. We are home to free concerts, world-class sports events, and cultural festivals.

The work of the agency goes far beyond the maintenance of 14% of New York City's land. Parks is the City's leading programmer of cultural, athletic and social activities, including nature walks, concerts, learn-to-swim classes, sports clinics, historic house tours, and much more. Each year Parks hosts annual events such as the WinterJam, Adventures NYC, the Pumpkin Festival and several others. In addition, Parks produces many special events, including concerts and movie premieres. In the summer, Parks' busiest season, the agency organizes free carnivals and concerts, and sends mobile recreation vans to travel throughout the five boroughs providing free rental equipment for skating, baseball, and miniature golf.

The Parks Commissioner is appointed by the Mayor to oversee and direct the work of the agency. The Commissioner appoints Deputy Commissioners, Borough Commissioners, and Assistant Commissioners who are responsible for managing the agency's divisions. These senior officials supervise the work of thousands of Parks employees. They work with elected officials to complete capital improvements for parks, playgrounds, and recreation centers. They work with the private sector to sponsor free public events. They get the community involved in Parks through volunteer initiatives and educational and athletic programming in recreation and nature centers. They prepare Parks' budget and monitor the work of Parks' ice-skating rinks, golf courses and other concessions.

UNIT DESCRIPTION

The Bronx River Alliance has several means by which we communicate with our external audiences: a website, an e-newsletter that we send out to 1300+ people, a Twitter and Facebook account. We have also recently undergone a strategic communications evaluation and are looking for a dynamic, self-starter to help us carry out these recommendations.

POSITION TITLE

Bronx River Alliance Communications Intern

INTERNSHIP RESPONSIBILITIES

- Assist Communications Director in managing the organization's external communications, particularly via our website (www.bronxriver.org), social media sites (Facebook and Twitter), and our e-newsletter.
- Help carry out "Summer on the River" joint marketing campaign for Bronx River events in June and/or July
- Develop other messages and communications tools as needed
- Communicate with press regarding Bronx River events and activities

QUALIFICATIONS / SPECIAL SKILLS / AREAS OF STUDY

A successful candidate will:

- Have strong verbal and written communication skills
- be familiar with updating websites and social media sites, formatting and sending out e-newsletters to a mass list

nyc.gov/internships

- Have a high level of proficiency with computers, new media, and emerging technologies and be willing to learn new programs.
- Communications degree or coursework a plus

APPLICATION PROCESS

Please email cover letter and resume to Leslie.Nusblatt@parks.nyc.gov

SALARY RANGE

Unpaid

ADDITIONAL INFORMATION / COMMENTS