

2012 NYC SPRING INTERNSHIP PROGRAM

PARKS & RECREATION-003

Marketing/Special Events Intern
830 Fifth Avenue
New York, NY 10065

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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 Marketing & Special Events Division holds two distinct but overlapping units. The Special Events coordinators produce and support numerous events in New York City parks, many of which are available and open to the public. They also work with event producers who have applied to use parkland for commercial use. The marketing team develops relationships and works with private companies who wish to support specific park and initiatives events.

POSITION TITLE

Marketing/ Special Events Intern

INTERNSHIP RESPONSIBILITIES

Interns will work closely with the Marketing and Special Events staff on all special events as well as marketing initiatives. They will interact with the public and other parks divisions on a consistent basis. They will process and field event requests, review proposals, conduct site visits, evaluate existing events, and help to create sponsorship packages. 65% of the interns' time will be spent in the office, 35% of the time will be spent in the field (on site at events). The intern will have the opportunity to manage our in-house event database (as well as help to create policy and procedure related to this database). Hundreds of large events fall under the Marketing and Special Events staffs' purview, including Adventures NYC, the New York Philharmonic on the Great Lawn

in Central Park, and numerous charity events. Interns will be an integral part of the planning and implementation of these events. Interns will have everyday contact with the Director of Special Events and the Director of Marketing and Special Events as well as regular contact with the Assistant Commissioner for Revenue and Marketing.

QUALIFICATIONS / SPECIAL SKILLS / AREAS OF STUDY

Applicants for this position must have some knowledge and/or experience about special events or marketing, strong communication and organizational skills, must be reliable, motivated, and excellent at problem solving.

APPLICATION PROCESS

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

SALARY RANGE

Unpaid

ADDITIONAL INFORMATION / COMMENTS

2 positions available. Must be willing to work flexible hours including weekends.