

# 2012 NYC SPRING INTERNSHIP PROGRAM

## PARKS & RECREATION-007

### Computer Resource Centers (CRCs) Marketing & Outreach Intern

430 West 25th Street  
New York, NY 10001

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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

Computer Resource Centers provide technology access and resources within DPR recreation centers city-wide to New York City residents. CRC programming supports low-cost technology and computer training for recreation center members of all ages and abilities in skills from basic typing to video and film editing. The central CRC office supports outreach, programming, technology maintenance and funding for the centers. CRCs have recently received an American Recovery and Reinvestment Act Broadband technologies grant to update equipment and expand programming at 11 CRC sites.

### POSITION TITLE

CRC Marketing & Outreach Intern

### INTERNSHIP RESPONSIBILITIES

The Marketing and Outreach intern will be responsible for supporting campaigns to inform community members of the computer resources available at CRCs, with the goal of advancing digital literacy in the immediate communities around recreation centers. Outreach targets will include other community centers, local nonprofits, businesses, schools, and community media outlets, among others. The Marketing and Outreach Intern will gain valuable communication skills, experience facilitating public programs, exposure to diverse New York City communities, and a holistic understanding of community development. If interested, he or she can also develop multimedia marketing skills using CRC technology and software. Responsibilities will include:

- Promote CRC classes through distributing marketing materials and via email, phone and in-person outreach.
- Assist in the planning and promotion of CRC events such as teen video screenings and CRC open houses.

- Research and develop relationships with potential partner organizations.
- Assist in the concept and production of promotional and informational display materials for CRC programs.
- Solicit feedback from current members to influence future CRC offerings.

#### **QUALIFICATIONS / SPECIAL SKILLS / AREAS OF STUDY**

- Friendly, outgoing, public service-oriented junior or senior in college preferred.
- Comfortable with email, phone, and in-person communication.
- Strong proofreading, and written and oral communication skills.
- Attention to detail and timely follow-up on projects involving multiple stakeholders.
- Desire to work and collaborate with Recreation Center and CRC staff.
- Teaching or volunteer experience helpful.
- Graphic design or multimedia skills helpful.

#### **APPLICATION PROCESS**

Please email cover letter and resume to [Leslie.Nusblatt@parks.nyc.gov](mailto:Leslie.Nusblatt@parks.nyc.gov)

#### **SALARY RANGE**

Unpaid

#### **ADDITIONAL INFORMATION / COMMENTS**

5-15 hours per week.