

2012 NYC SPRING INTERNSHIP PROGRAM

PARKS & RECREATION-016

Web Producer
830 Fifth Avenue
New York, NY 10065

Contact: Leslie Nusblatt
Phone: (212) 360-8257
Fax: (212) 360-8263
Email: Leslie.Nusblatt@parks.nyc.gov

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 primary role of the Parks New Media division is development and management of the Parks website, various Parks partner websites, social media, and other methods of communication with the public via the internet. The focus of the Parks website is providing the public with information in an easy-to-use and broadly accessible manner.

POSITION TITLE

New Media Web Producer Intern

INTERNSHIP RESPONSIBILITIES

Assist in daily content and design maintenance of the Parks website. Work closely with content manager and designers to help ensure the site's information is accurate and timely. Improve the end users experience by bringing all pages and navigation within the parameters of the site's new style guide. Enhance Parks presence on social media through foursquare site claims and tips. Review, categorize, and select photos from archives for use on the site.

QUALIFICATIONS / SPECIAL SKILLS / AREAS OF STUDY

Background or interest in web design, development, or communications. Should be familiar with HTML, CSS, and photo editing software. Basic knowledge of web technology, attention to detail, comfortable working in a collaborative team setting.

APPLICATION PROCESS

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

SALARY RANGE

Unpaid

ADDITIONAL INFORMATION / COMMENTS

We prefer a full semester commitment and encourage staying on board through the summer season.