

# 2015 NYC SUMMER INTERNSHIP PROGRAM

## PARKS & RECREATION-100

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### AGENCY DESCRIPTION

The New York City Department of Parks and Recreation manages 14 percent of the land in New York City. These assets range from playgrounds and large parks, to tranquil wooded areas and over 14 miles of beaches. Parks serve as New Yorkers' backyards, as vital meeting areas for outdoor play and recreation – but also as critical engines for economic growth and development.

The past decade has seen a remarkable expansion of this system, with new parks, playgrounds, recreational facilities, and amenities opening across the five boroughs. The Bronx River was transformed from an urban dumping ground into a waterway that welcomes kayakers and has gleaming new parks dotting its shoreline. In Queens, Elmhurst Park flourishes where huge gas tanks once stood. In Manhattan, the High Line is a unique open space that brings much needed parkland to the Chelsea community. Brooklyn's once-abandoned industrial waterfront is revitalized with the creation of Brooklyn Bridge Park, Transmitter, and Bushwick Inlet Parks. On Staten Island, Freshkills will cover 2,200 acres of former landfill with lush rolling hills and winding streams. And through PlaNYC, we are ensuring a greener and more sustainable city for future generations. NYC Parks has built new regional parks, restored abandoned Works Progress Administration-era facilities such as McCarren Pool, greened asphalt traffic medians, converted part-time schoolyards into full-time public playgrounds, and has already planted more than 800,000 trees toward our goal of one million.

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 WinterJam, Adventures NYC, and the Pumpkin Festival. In addition, Parks produces many special events, concerts and movie premieres, as well as 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

Our mission is to enable all New Yorkers to lead physically active and intellectually challenging lives through sports, fitness, outdoor adventure, technology, education, and the arts.

Parks offers a wide array of recreation programs for children, teens, adults, seniors and families. There are 35 Parks recreation centers and hundreds of events hosted annually throughout Brooklyn, Queens, Manhattan, Staten Island and the Bronx.

### POSITION TITLE

Recreation Communications Intern

### INTERNSHIP RESPONSIBILITIES

Interns will:

- work on the Division's written communication to ensure effective and consistent messaging.
- work with Recreation, Marketing, Press, and New Media staff in planning and implementing marketing strategies to promote a wide variety of program offerings.
- work to balance the specifications of Parks' brand identity while addressing Recreation priorities.

### QUALIFICATIONS / SPECIAL SKILLS / AREAS OF STUDY

Applicants for this position must demonstrate good oral communication skills, strong writing skills, excellent attention to detail, and have good working knowledge of Microsoft Windows, Excel, and PowerPoint. Applicants must also have good working knowledge of the internet and social media. Photography and/or graphic design skills a plus.

**ADDITIONAL INFORMATION**

Multiple positions available throughout: Brooklyn, Queens, Staten Island, Manhattan and the Bronx.

Majors include but are not limited to: Communications, Marketing, Public Relations, Graphic Design and English.

**APPLICATION PROCESS**

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

**SALARY RANGE**

Unpaid