

# 2017 NYC SUMMER INTERNSHIP PROGRAM

## PARKS & RECREATION-022

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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 more than 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.

NYC Parks' mission is to plan resilient and sustainable parks, public spaces, and recreational amenities, build a park system for present and future generations, and care for parks and public spaces to benefit New Yorkers across the five boroughs.

Through an effort to improve the quality, accessibility, efficiency and sustainability of our city parks, the Mayor's office has funded a number of equity initiatives including:

#### Community Parks Initiative

NYC Parks' Community Parks Initiative, at the center of the Mayor's plan, is completely redesigning and reconstructing nearly 60 parks in neighborhoods across the city with the greatest needs—35 of which are in construction.

#### Parks Without Borders

NYC Parks is also leading in innovative park design with Parks Without Borders, a new design approach that focuses on improving park entrances, edges, and spaces adjacent to parks. By extending parks into communities, Parks Without Borders will improve public realm.

#### Anchor Parks

Under Anchor Parks, the city selected eight parks that have historically received underinvestment, high surrounding population, and potential for park development. The Anchor Parks program is part of NYC Parks Commissioner Mitchell Silver's Framework for an Equitable Future, a commitment to create thriving public spaces for all New Yorkers.

The work of the agency goes far beyond the maintenance of New York City's nearly 30,000 acres. 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 Fall Field Day. 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 NYC 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 is a NYC Parks partner that supports the work of the Agency as it relates to the Bronx River. Our responsibilities include aiding in the development of the Bronx River Greenway, engaging communities in the restoration of the Bronx River, coordinating conservation efforts and providing educational and recreational opportunities.

### POSITION TITLE

Bronx River Greenway Communications Intern

### INTERNSHIP RESPONSIBILITIES

The Bronx River Alliance is looking for a Communications Intern to help with the following communications projects:

- Write blogs, press releases, opinion pieces and other communications about our work, especially River House, project WASTE, and green infrastructure, among others.

- Assist in developing the Alliance's 2017 calendar.
- Work with a volunteer and the Communications Coordinator to publish a monthly e-newsletter, The Current
- Assist in managing the organization's external communications, particularly via our website ([www.bronxriver.org](http://www.bronxriver.org)), and social media sites (Facebook, Instagram and Twitter)
- Develop other messages and communications tools as needed
- Perform photo & video documentation of program activities

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

The ideal candidate will have:

- Strong verbal and written communication skills
- Ability to handle multiple tasks and attention to detail
- Familiarity with updating websites and social media applications, formatting and sending out e-newsletters using email marketing software
- A high level of proficiency with computer applications, new media, and emerging technologies
- Communications degree or coursework a plus
- Graphic design, photography and videography skills a plus (including editing)

## **ADDITIONAL INFORMATION**

Several Alliance events take place during evening and weekend hours.

## **APPLICATION PROCESS**

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

## **SALARY RANGE**

Unpaid