

2017 NYC SUMMER INTERNSHIP PROGRAM

PARKS & RECREATION-030

Contact: Leslie Nusblatt
Phone: (212) 360-8212
Fax: (212) 360-8263
Email: Leslie.Nusblatt@parks.nyc.gov

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

Summer on the Hudson programs a jam packed, excitement filled 6 month season of free public events designed to get locals and visitors engaged and active in District 14 of NYC Parks. Programming includes children's sports, concerts, full day festivals, movies, wellness programs and more. Locations: Riverside Park South, Riverside Park, West Harlem Piers Parks, and Fort Washington Park, Manhattan.

POSITION TITLE

Riverside Park Marketing and Digital Media Intern

INTERNSHIP RESPONSIBILITIES

The Riverside Park Marketing and Digital Media Intern will draft press releases, social media content (Twitter, Facebook, and Instagram – potentially Snapchat) and drafting email blasts for the Summer on the Hudson season, and after review and approval by the Director of Programming, front loading SOH digital media.

The PR intern will also be responsible for compiling the press book for the season.

QUALIFICATIONS / SPECIAL SKILLS / AREAS OF STUDY

Bachelor's degree or professional experience in Marketing and Digital Media required.

ADDITIONAL INFORMATION

Intern will work a part time schedule, 2 days a week, at Arsenal West (Manhattan)

Festival season events can be seen at www.nyc.gov/parks/soh

APPLICATION PROCESS

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

SALARY RANGE

Unpaid