

2017 NYC SUMMER INTERNSHIP PROGRAM

PARKS & RECREATION-083

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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 by increasing investment in underserved neighborhoods and expanding parkland: NYC Parks' **Community Parks Initiative**, at the center of the Mayor's plan, is completely redesigning and reconstructing dozens of parks in neighborhoods across the city with the greatest needs—35 of which are nearing the construction phase.

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 New Yorkers' access to quality parks.

Ongoing work to care for our parks has:

- Reconnected the City's two most northern boroughs, Manhattan and The Bronx, when NYC Parks' historic High Bridge was reopened.
- Re-energized Flushing Meadow Corona Park in Queens, one of New York's largest parks, drawing visitors from around the globe.
- Reinforced our commitment to growing greenspaces by meeting our goal to plant 1,000,000 trees.

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 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 Digital Media division's mission is to lead and develop NYC Parks' digital platforms to promote and advance user-focused communication with the public regarding the Agency's facilities, programming, services, and other offerings.

Under Communications, Digital Media primarily oversees the agency's website, social media, and email newsletter system, along with partner websites. The Web Producer Intern will join a small agile team of developers, designers, and content managers to support the creation of compelling and dynamic web experiences for over 8 million visitors to the Parks website each year.

POSITION TITLE

Digital Media Division Intern

INTERNSHIP RESPONSIBILITIES

Assist in content and design maintenance of the Parks website, as needed, and work closely with content and design teams to help ensure the site's information is accurate and timely. Improve the end user experience and support the mobile site redesign project, by working on special projects to gather and/or organize information about park facilities -- including desktop and field mapping work.

QUALIFICATIONS / SPECIAL SKILLS / AREAS OF STUDY

Background or interest in web communications or design. 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.

ADDITIONAL INFORMATION

We prefer a full or near-full work week schedule, and encourage staying on board through the entirety of the summer session.

APPLICATION PROCESS

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

SALARY RANGE

Unpaid