

2015 NYC SUMMER INTERNSHIP PROGRAM

PARKS & RECREATION-043

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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

Computer Resource Centers provide technology access and resources within DPR recreation centers city-wide to New York City residents. CRC programming supports low-cost technology and computer training for recreation center members of all ages and abilities in skills from basic typing to video and film editing. The central CRC office supports outreach, programming, technology maintenance and funding for the centers.

POSITION TITLE

Computer Resource Centers Marketing Outreach Intern

INTERNSHIP RESPONSIBILITIES

- Assist in the planning and promotion of CRC events such as teen video screenings and CRC open houses.
- Promote CRC programs in local communities through creation and distribution of marketing materials and via email, phone and in-person outreach.
- Research and develop relationships with potential partner organizations.
- Assist in the concept and production of promotional and informational display materials for CRC programs.
- Solicit feedback from current members to influence future CRC offerings.
- Plan and implement promotional events for CRCs.

QUALIFICATIONS / SPECIAL SKILLS / AREAS OF STUDY

- Friendly, outgoing, public service-oriented junior or senior in college preferred.
- Comfortable with email, phone, and in-person communication.
- High level of computer literacy.
- Strong proofreading, spelling, and written and oral communication skills.
- Attention to detail and timely follow-up on projects involving multiple stakeholders.
- Desire to work and collaborate with Recreation and Administrative staff.

- Teaching or volunteer experience helpful.
- Graphic design or multimedia skills helpful.

ADDITIONAL INFORMATION

2 positions available 10-20 hours per week.

APPLICATION PROCESS

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

SALARY RANGE

Unpaid