

2015 NYC SUMMER INTERNSHIP PROGRAM

PARKS & RECREATION-076

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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

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 Alliance Communications & Greenway Intern

INTERNSHIP RESPONSIBILITIES

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

- Write blogs, opinion pieces and other communications about our work, especially missing links on the Bronx River Greenway, the role of green infrastructure in the watershed, and the first fish passage in NYC on the Bronx River.
- Provide layout assistance for the Alliance's outreach materials, such as the Summer/Fall 2015 calendar, flyers, brochures, among others in InDesign and/or related software
- Work with a volunteer and other program's personnel to publish a monthly e-newsletter, *The Current*, that reaches 4000+ people, using Constant Contact and/or other online drafting tools.
- Assist on the organization's external communications, particularly via our website (www.bronxriver.org), social media sites (Facebook, Instagram and Twitter), and our e-newsletter
- Perform periodic survey of Bronx River Greenway signage, pathways, and overall status of the greenway
- Conduct usership surveys for the Bronx River Greenway and its parks
- Update or create mapping materials for the Bronx River Greenway
- Assist with community outreach to promote the Bronx River Greenway and the Bronx River Alliance's work
- Other tasks as needed

QUALIFICATIONS / SPECIAL SKILLS / AREAS OF STUDY

The ideal candidate will have:

- Strong verbal and written communication skills, photography skills (including editing), and layout and design skills. Videography a plus
- Familiarity with updating websites and social media sites, formatting and sending out e-newsletters to a mass list
- A high level of proficiency with computers, new media, and emerging technologies and be willing to learn new programs
- Communications, journalism, design, landscape architecture degree or coursework a plus
- A flexible schedule as several Alliance events take place during evening and weekend hours.

APPLICATION PROCESS

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

SALARY RANGE

Unpaid