

# 2018 NYC SUMMER INTERNSHIP PROGRAM

## PARKS & RECREATION-054

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### AGENCY DESCRIPTION

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 67 parks in neighborhoods across the city with the greatest needs—with a number from the original 30 opening in 2018, more than half 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 parks. 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, Street Games, 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

Media Education provides high quality digital resources and creative learning opportunities for all, state of the art technology tools, and digital learning opportunities in 32 recreation centers city-wide. Our workshops and training sessions are free to recreation center members of all ages and abilities and range from basic typing to video production and game design. Our RecYouth Teen Digital Media program, provides teens with multimedia project based learning and credit-bearing internships. Our adult program offers certification in Adobe CC and MS Office. Our afterschool programs, for youth ages 6-14 throughout the city, focus on project-based learning in the areas of 21st century skills, media literacy and STEAM enrichment. <http://nyc.gov/parks/media-ed>

### POSITION TITLE

Media Education Marketing, Outreach and Partnerships Intern

### INTERNSHIP RESPONSIBILITIES

- Work closely with the Program Developer to assist in the planning and promotion of Media Education initiatives such as teen video screenings and Media Education promotional events.

- Promote all programs in local communities through creation and distribution of marketing materials via online, phone and in-person outreach at local events and community board meetings.
- Research and develop relationships with potential partner organizations.
- Assist in the production of promotional and informational display materials for Media Education programs.
- Solicit feedback from current members to inform future program offerings.

### **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.

### **APPLICATION PROCESS**

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

### **SALARY RANGE**

Unpaid