

2016 NYC SUMMER INTERNSHIP PROGRAM

AGENCY NAME

DEPARTMENT OF PARKS & RECREATION

DIVISION

Bronx River Alliance

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AGENCY DESCRIPTION (Max characters 3000)

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 miles of beaches. Parks serve as New Yorkers' backyards, as 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 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.

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 skating rinks, golf courses and other concessions.

UNIT DESCRIPTION (Max characters 1000)

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 (Max characters 100)

Bronx River Alliance Communications Intern

INTERNSHIP RESPONSIBILITIES (Max characters 1500)

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

- Write blogs, press releases, opinion pieces and other communications about our work, especially River House, citizen science, and green

infrastructure, among others.

- Assist in developing sponsor and funder recognition pieces in online communications.
- Provide assistance in developing the Alliance's Summer/Fall 2016 calendar.
- Work with a volunteer and the Greenway Coordinator to publish a monthly e-newsletter, The Current.
- Perform media research and outreach to augment the Alliance's media contact list.
- Assist Greenway Coordinator in managing the organization's external communications, particularly via our website (www.bronxriver.org), social media sites (Facebook, Instagram and Twitter), and our e-newsletter. Develop other messages and communications tools as needed
- Track online outreach communications for grant reporting.
- Perform photo documentation of program activities for outreach and grant materials.

QUALIFICATIONS/SPECIAL SKILLS/AREA OF STUDY (Max characters 1500)

The ideal candidate will have:

- Strong verbal and written communication skills.
- Graphic design and photography skills (including editing). Videography a plus.
- Familiarity with updating websites and social media applications, formatting and sending out e-newsletters using email marketing software.
- A high level of proficiency with computer applications, new media, and emerging technologies and be willing to learn new programs.
- Ability to handle multiple tasks and keep track of details.
- Communications, graphic design degree or coursework a plus.
- Mapping/GIS skills, a plus.

APPLICATION PROCESS (Max characters 700)

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

SALARY RANGE

Unpaid

Internship may be used to fulfill college credit requirement

ADDITIONAL INFORMATION / COMMENTS (Max characters 700)

Several Alliance events take place during evening and weekend hours.