

# 2016 NYC SUMMER INTERNSHIP PROGRAM

## AGENCY NAME

DEPARTMENT OF PARKS & RECREATION

## DIVISION

Van Cortlandt Park

ADDRESS1 Van Cortlandt Park

ADDRESS2 Bronx, NY

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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 )

Van Cortlandt Park, in the northwest Bronx, is a natural showcase featuring the last vestiges of New York City's native woodlands. Its 1,146 acres abound with sites that are important to the region and the nation.

Among the most popular attractions in the park is the Van Cortlandt Lake, the largest body of freshwater in the Bronx. Its upper basin can be appreciated from the Van Cortlandt Golf Course, which itself made history as the nation's first municipal golf course when it opened in 1895.

Van Cortlandt Park is also home to the Van Cortlandt House Museum, a Nature Center, and a number of amenities such as various sports fields, running trails, a pool, and the Riverdale Stables.

The Park Administrator's Office works with many park-related nonprofit groups that care for and program the park. The Park Administrator also serves as the President of Van Cortlandt Park Conservancy, which hosts free programming for thousands of people each year.

## POSITION TITLE (Max characters 100)

Van Cortlandt Park Social Media Intern

**INTERNSHIP RESPONSIBILITIES (Max characters 1500 )**

We seek a **SOCIAL MEDIA INTERN** who is interested in forging a strong pattern of outreach to current and future constituents. Reporting to the Park Administrator, the Social Media Intern, is expected to carry on our eblasts, Facebook and website presence and introduce us on Twitter, Periscope and other platforms is expected. Broadcasting happenings in regards to flora/fauna and public programming in the park for purposes of audience building are the primary goals. Must have real desire to work in an outer borough and specifically the Bronx.

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

- Significant experience with social media platforms
- Excellent communication skills
- Affinity with Van Cortlandt Park, a plus
- Bilingual with Spanish, another plus.

**APPLICATION PROCESS (Max characters 700 )**

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

**SALARY RANGE**

Unpaid

Internship may be used to fulfill college credit requirement

**ADDITIONAL INFORMATION / COMMENTS (Max characters 700 )**

N/A