

2014 NYC SUMMER INTERNSHIP PROGRAM

NYC DEPARTMENT OF HOUSING PRESERVATION & DEVELOPMENT

Office of Communications
Division of Strategy & Operations
100 Gold Street
New York, NY 10038

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AGENCY DESCRIPTION

The NYC Department of Housing Preservation & Development (HPD) is the nation's largest municipal housing preservation and development agency. Our mission is to promote quality housing and viable neighborhoods for New Yorkers. We are responsible for implementing the Mayor's housing plan to create or preserve 200,000 in the next 10 years. HPD also actively promotes the preservation of affordable housing through education, outreach, loan programs and enforcement of housing quality standards. For more information, visit www.nyc.gov/hpd.

UNIT DESCRIPTION

HPD's Office of Communications is a high profile, fast-paced unit that is involved in nearly every aspect of the agency's work. The team is responsible for setting the strategic direction of the agency's communication work; outreach to media, and messaging on key mayoral and agency priorities and initiatives related to affordable housing, including drafting statements, press releases, op-eds, advisories, social media posts and responses, etc.; handling media inquiries on a wide range of topics, which requires close coordination with other agencies and partners as well as with City Hall press office; organizing and executing a wide range of housing-related events; managing the agency's website, including its content; creating and updating collateral materials on HPD programs and initiatives; and ensuring a consistent and effective marketing and public identity for all HPD's work; among other responsibilities.

More information is available on our website at www.nyc.gov/hpd. You can also learn more about what we do and how we do it on our social media platforms. Find us at www.facebook.com/nychpd and www.twitter.com/nychousing.

POSITION TITLE

Summer Intern

INTERNSHIP RESPONSIBILITIES

The Office of Communications is looking to bring on an intern with strong graphic design skills, interest in mobile technology and design, and interest in public-sector communications. Reporting to the Social Media Director and working closely with members of the Strategic Planning team, the intern will be responsible for assisting in the effort to brand HPD and its various programs, initiatives, and social media platforms. The intern will also have the opportunity to apply design for a new mobile-friendly website template that the agency must change over to this year, directly contributing to the "look and feel" of the Agency's website. The intern must be able to think strategically and see how the new website and its graphics fit into a business' strategy by thinking of customer usage and providing value to website activity. The intern must be able to assist in

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formulating consistent design (once ample information is provided to you) across several programs and initiatives, while keeping the agency's brand in the forefront.

The intern's tasks will include the following:

- Develop an understanding the agency's mission, its programs, initiatives, and social media outlets;
- Draft logo options for programs, initiatives, social media outlets;
- Create cohesive logos with an eye toward branding for the agency as a whole;
- Develop messaging tools for agency-wide dissemination
- Create graphics that capture HPD's work
- other special projects as required.

QUALIFICATIONS / SPECIAL SKILLS / AREAS OF STUDY

The ideal candidate must be adept at using the Adobe Design Suite. In addition, he or she should have strong analytical, writing, research, and communications skills. Experience with web design is preferred.

APPLICATION PROCESS

To apply please send resume and cover letter to Elise Shin at shine@hpd.nyc.gov with subject line marked "Graphic Design Intern."

SALARY RANGE

unpaid

ADDITIONAL INFORMATION / COMMENTS

Dates: Flexible; 8-12 week commitment expected

Hours: Flexible within Monday-Friday 9am – 5pm