

# 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](http://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](http://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](http://www.facebook.com/nychpd) and [www.twitter.com/nychousing](http://www.twitter.com/nychousing).

### **POSITION TITLE**

Summer Intern

### **INTERNSHIP RESPONSIBILITIES**

The Office of Communications is looking to bring on an intern with an interest in public-sector communications and to assist with our social media marketing efforts. Interns are expected to have experience with social media on (at least) a personal level but use on a business level is preferred. You must be able to think strategically and see how social media fits into a business' marketing strategy, not just "selling" to our customers, but building long-lasting relationships by providing value to them. Interns must be able to assist in formulating social media plans (once ample information is provided to you), and then carry them out (with our assistance). You must be able to measure and document the impact of social media, and then suggest action-steps to increase impact.

Interns will perform the following tasks:

- Collecting, maintaining and updating social media Facebook page addresses and Twitter handles of partners, community organizations, and political officials;
- Archiving and analyzing social media public queries and comments, as well as standardizing agency responses;
- Monitor all social media newsfeeds and keep current on all HPD-relevant and breaking news;
- Creating and drafting Twitter campaigns; Writing and posting tweets/posts/photos/updates; replying to comments, messages, etc.
- Tracking the growth and the impact of social media on our business, and reporting findings to the team;
- Ability to create and upload Twitter and Facebook photos, with minor photo editing skills a plus;
- other special projects as required.

### **QUALIFICATIONS / SPECIAL SKILLS / AREAS OF STUDY**

Skills and attributes interns are expected to have:

- Excellent written and verbal communication, strong editing skills
- Creative with an eye for design
- Ability to develop a detailed and professional marketing plan
- Knowledge of digital media software – Photoshop or other graphic design software, etc. is preferred
- Knowledge of social media – Facebook, Twitter, LinkedIn, YouTube, blogs, etc.
- Energy, with a desire to come up with fresh ideas on how to grow our online presence
- Ability to identify a target market and “speak” to that consumer through social media
- Experience proofreading and editing
- Ability to contribute individually, and participate in cross-functional teams
- Junior or Senior in college or graduate-level intern preferred

### **APPLICATION PROCESS**

To apply please send resume and cover letter to Elise Shin at shine@hpd.nyc.gov with subject line marked “Social Media Intern.”

### **SALARY RANGE**

unpaid

### **ADDITIONAL INFORMATION / COMMENTS**

Dates: Flexible; 8-12 week commitment expected

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