



MARKETING & EDUCATION, DIGITAL, WEB, LEGAL, AND PRESS & COMMUNICATIONS
INTERNSHIPS AT THE NYC MAYOR'S OFFICE OF MEDIA AND ENTERTAINMENT (MOME)

The Mayor's Office of Media and Entertainment is a single entity consisting of the Office of Film, Theatre and Broadcasting (OFTB); NYC Media, the official network of the City of New York; and the Office of Digital Coordination. MOME aims to develop the City's diverse media functions, encourage local economic activity in the entertainment industry as well as spur the development of new media. The mission of MOME is to enhance government communications by making information more accessible to the public and to leverage technology to aid in transparency.

Marketing & education, digital, web, legal and press & communications interns would assist with initiatives related to both NYC Media and OFTB during the internship, but report to one location and supervisor. Fall, spring and summer internships are available and ideal for students interested in broadcasting, production, marketing, digital media, and government relations, particularly in New York City.

Fall Internship: August/September to December

Winter/Spring Internship: January/February to May

Summer Internship: May/June to August/September

MARKETING & EDUCATION:

Responsibilities:

- Assist with general marketing initiatives for both OFTB and NYC Media
- Research information on City services and resources
- Research information on the entertainment industry in NYC
- Research latest marketing trends and developments in the digital space (social media, applications, video etc.)
- Research and maintain contact lists for both NYC Media and OFTB
- Provide general administrative support
- Provide logistical support at events
- Assist with other special projects as needed

Background/Skills:

- Working toward a degree or graduate degree in television, film, media, broadcast or communications
- Familiarity with general marketing strategies, branding and promotional techniques for all television and online properties
- Strong interest in media, television, and digital entertainment
- Strong background in communication, research, and event planning
- Ability to complete projects quickly, accurately and with attention to detail
- Ability to handle multiple projects at one time
- Excellent writing, organizational and research skills
- Ability to work within a collaborative environment
- Pleasant phone manner
- Proficiency in Microsoft Office
- Knowledge of Adobe In-Design, Photoshop, video editing software, and market research a plus.

DIGITAL:

Responsibilities:

- Help execute central social media channels
- Support coordination of social media managers at City agencies
- Perform analysis related to NYC government digital media activity

Qualifications:

- Professional experience in digital media and mastery of prominent digital media platforms and tracking applications
- Experience in digital strategy and social media and/or online community management
- Excellent written and verbal communication skills
- Maturity and attention to detail
- Entrepreneurial, self-starter mentality
- Fluency in digital media, including blogging platforms, Facebook, Twitter, YouTube, Quora, Flickr
- Mastery of MS Office applications including Excel and PowerPoint
- Familiarity with mobile technology and devices such as iPhone, Android, iPad, netbooks, etc.
- Current on technology and digital media developments via blogs and Twitter
- Familiarity with social media and web analytics tools like Google Analytics and Chartbeat
- Early adopter of new apps, platforms, devices, etc.
- Light HTML familiarity and graphic design a plus
- Experience in web project management or launching a startup a plus

WEB:

Responsibilities:

- Provide support to web marketing team in all aspects of site development, social media usage and web analytics
- Update pages within www.nyc.gov/media and www.nyc.gov/vod regularly

- Update Facebook, Twitter, YouTube and other social media third party platforms with which we have accounts
- Assist with research and special projects as needed

Background/Skills:

- Working toward a degree in marketing, web design or new media
- Strong interest in media, television and digital entertainment
- Familiarity with working with various social media/web 2.0 sites including but not limited to Facebook, Twitter and YouTube
- Knowledge of HTML required. Proficiency in Adobe Creative Suite, particularly Photoshop and Dreamweaver. Knowledge in working with Flash, XML/RSS feeds and video compression a plus
- A proactive person who is willing to handle projects and tasks with enthusiasm.

LEGAL:

Responsibilities:

- Assist with general transactional matters for MOME
- Research copyright and trademark issues
- Research FCC and regulatory issues
- Write memoranda as appropriate
- Review and assist in drafting of contracts and grant proposals
- Summarize contracts and update rights data
- Maintain files and documentation
- Assist with general administration of legal department
- Assist with general business projects

Background/Skills:

- Ideally second year law student working toward a JD
- Familiarity with and interest in general contract law and business issues
- Familiarity with and interest in intellectual property law
- Strong writing, organizational and communication skills
- Ability to complete projects quickly, accurately and with attention to detail
- Ability to handle multiple projects at one time
- Ability to work as part of a team
- Proficiency in Word and Excel

PRESS & COMMUNICATIONS:

Responsibilities:

- Daily review of general news and entertainment trade publications, clip articles related to NYC entertainment production and NYC Media
- Contribute articles for NYC Media and OFTB's newsletters and websites
- Update press contacts and blog lists
- Update news archives
- Assist in the preparation of press releases for NYC Media productions
- Research film and TV productions shooting in NYC to assist in press responses
- Assist in press outreach to maximize media presence at announcements and events

- Provide general administrative support (filing, faxing, phones, etc.).

Background/Skills:

- Students enrolled in journalism or communication programs preferred
- Graduate or undergraduate with at least two years completed in their program or major
- Proficiency in Microsoft Office
- Excellent writing, research and organizational skills
- Ability to complete projects quickly, accurately and with attention to detail
- Ability to handle multiple projects at one time
- Pleasant phone manner

COMMITMENT:

Interns must be able to work 2-3 days per week from 9am to 5pm for a minimum of 3 months to a maximum of 5 months.

COMPENSATION:

Internships are unpaid. Applicants must be currently enrolled in a college or university and be able to show proof of residence in NYC during the period of the internship.

CONTACT:

For more information about the Mayor's Office of Media and Entertainment please visit www.nyc.gov/mome. If you are interested in applying for an internship, please send your cover letter, resume and availability to internships.media@media.nyc.gov and include in the subject line "Marketing & Education," "Web," "Legal," "Digital" or "Press & Communications."