



## **POSITION DESCRIPTION: Communications Intern**

Friends of the High Line (FHL) is the NYC Department of Parks & Recreation's non-profit partner working to ensure the park on the High Line is maintained as a great public place for all New Yorkers and visitors to enjoy. In addition to overseeing the maintenance, operations, and public programming for the High Line, FHL is currently working to raise the essential funding to help complete the High Line's construction and create an endowment for its future operations.

FHL is looking for a creative, hard-working intern to support communications initiatives, including social media, email marketing, and digital projects. This paid internship requires a minimum of 15 hours/week and a commitment of 4 months.

### Responsibilities Include

- Assist in creating and finding great content for FHL's social media channels, including Facebook, Twitter, Instagram, Tumblr, YouTube, and Pinterest
- Draft and edit copy for High Line Blog, High Line E-News, and other print and web marketing materials
- Assist in monitoring conversations on social media channels
- Support coordination of responses to public queries on social media channels and email
- Help with data analysis of FHL's web and social media campaigns
- As needed, provide miscellaneous administrative support to the Communications department

### Qualifications

- College student or recent graduate working towards a career in communications, marketing, or journalism
- Love of words and storytelling
- Ability to write and craft messages consistent with FHL's brand
- Excellent oral communications, writing, editing, and research skills, and ability to frame and draft cogent messages
- Experience using Facebook and Twitter in a personal or professional capacity
- Basic knowledge of HTML
- A high level of computer and Internet literacy, including Microsoft *Word*, *Excel*, and *Outlook*, as well as an aptitude for mastering new computer applications, are essential
- Strong organizational skills and attention to detail
- Demonstrated ability to handle multiple projects simultaneously, set priorities, organize time, and identify resources for projects
- Must be a team player who enjoys working in groups but can function individually to meet goals
- The ideal candidate will be flexible, resourceful, detail-oriented, and proactive with a strong interpersonal skills and a sense of humor

### To Apply

Submit cover letter and resume to: [jobs@thehighline.org](mailto:jobs@thehighline.org). Only those whose applications are being considered will be contacted. No phone calls please.

Friends of the High Line is an equal opportunity employer and considers applicants for all positions without regard to race, color, religion, creed, gender, national origin, age, disability, marital or veteran status, sexual orientation, or any other legally protected status.