

Communications Intern

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| Division/Unit: Communications | OEM Supervisor(s): Christopher Varley |
| Project-based or Ongoing: Ongoing | Education Level: Undergraduate |
| Date Available: May 3, 2010 | Expiration date: none |
| How many interns: 1 | Length of Commitment: Negotiable (summer, 8-10 weeks) |
| Background: <p>NYC OEM's Communications unit oversees the agency's print and electronic communications via the web, social media, e-mail and 311, advertising and promotions, and market research.</p> <p>Communications seeks an intern to help support:</p> <ul style="list-style-type: none"> • OEM's website (www.NYC.gov/oem) and related social media sites • Educational outreach efforts, including Ready New York | |
| Description of Project/ Intern Responsibilities: <p>The communications intern will assist with a range of projects and tasks including:</p> <p>General</p> <ul style="list-style-type: none"> ○ Writing and editing the agency's public materials ○ Helping to oversee the development and design of Ready New York products ○ Maintaining agency press kit <p>Web</p> <ul style="list-style-type: none"> ○ Performing website updates ○ Expanding and enhancing OEM's social media content and presence ○ Drafting e-mail alerts and creating content for OEM subscriber lists ○ Tracking and analyzing OEM website traffic ○ Identifying areas for expansion of our web content and design, and working with in-house experts to create or adapt materials for this purpose | |
| Requirements/special skills needed: | |
| <ul style="list-style-type: none"> • Strong writing skills • Attention to detail • Basic understanding of social media, HTML, Dreamweaver, and website publishing a plus • Adobe Photoshop and other design programs a plus | |
| Interested Applicants: <p>E-mail resume and cover letter (in MS Word format) to: jobs@oem.nyc.gov</p> <p>Or mail to: HR Coordinator NYC Office of Emergency Management 165 Cadman Plaza East Brooklyn, NY 11201</p> | |