

Communications Intern

Division/Unit: External Affairs/Communications + Press	OEM Supervisor(s): Judith Kane/Chris Miller
Project-based or Ongoing: Ongoing	Education Level: Undergraduate
Date Available: January 2013	Length of Commitment: Spring semester (January-May 2013)
<p>Background: NYC OEM's Communications and Press units oversee the agency's media relations; print and electronic communications via the web, social media, e-mail and 311; advertising and promotions; and market research.</p> <p>Communications/Press seeks an intern to help support:</p> <ul style="list-style-type: none"> • OEM press activities • OEM's website (www.NYC.gov/oem) • OEM social media sites (primarily Facebook and Tumblr) • OEM marketing and promotional materials 	
<p>Description of Project/ Intern Responsibilities: The Communications/Press 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 print and electronic brochures and marketing materials to support External Affairs programs (including Ready New York, CERT, Citizen Corps, and Public-Private Initiatives) ○ Helping to launch and market the updated Readiness Challenge web application (www.nycreadinesschallenge.org) ○ Contributing to the internal agency newsletter ○ Compiling the daily press digest ○ Responding to media inquiries ○ Organizing press contacts <p>Web/Social Media</p> <ul style="list-style-type: none"> ○ Performing website updates ○ 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 <p>The Communications/Press intern may have to leave the building for work if the External Affairs division travels to the OEM warehouse to help with 311 fulfillment or he/she is asked to accompany a press officer to an incident scene. External Affairs staff travels to the warehouse via the OEM van or other OEM vehicles. The Communications/Press intern may also have to leave the building to participate in occasional off-site meetings.</p>	
<p>Requirements/Special Skills Needed:</p> <ul style="list-style-type: none"> • Strong writing and copyediting skills • Attention to detail • Basic understanding of social media, HTML, Dreamweaver, and website publishing a plus • Adobe Photoshop and Adobe design software a plus <p>This is an <u>unpaid</u> internship for the spring 2013. All final candidates are required to pass a background check. For additional information on NYC OEM, please go to www.nyc.gov/oem.</p>	
<p>Interested Applicants: E-mail resume, cover letter (in MS Word format), and writing sample to: jobs@oem.nyc.gov Or mail to:</p> <p style="padding-left: 40px;">HR Coordinator NYC Office of Emergency Management 165 Cadman Plaza East Brooklyn, NY 11201</p> <p style="text-align: center;">Only those applicants under consideration will be contacted.</p>	