

Communications Intern

Division/Unit: Communications and Press	OEM Supervisors: Chris Miller, <i>Press Secretary</i> Nancy Greco, <i>Deputy Press Secretary</i>
# of Positions: 1	Education Level: Undergraduate /Graduate
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. Communications/Press seeks an intern to help support: <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 	
Description of Project/ Intern Responsibilities: The Communications/Press intern will assist with a range of projects and tasks including: <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 fulfillments 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>	
Requirements/Special Skills Needed: <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 summer 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>The OEM 2013 Summer Internship Program is June 3rd - August 9th.</p>	
Interested Applicants: E-mail resume, cover letter (in MS Word format), and writing sample to: jobs@oem.nyc.gov Or mail to: <p style="margin-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>	