

# Communications Intern

<b>Division/Unit:</b> External Affairs/Communications + Press	<b>OEM Supervisors:</b> Judith Kane/Chris Miller
<b>Project-based or Ongoing:</b> Ongoing	<b>Education Level:</b> Undergraduate
<b>Number of Positions:</b> 1	<b>Length of Commitment:</b> Summer 2014 (June-August)
<p><b>Background:</b>            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"> <li>• OEM press activities</li> <li>• OEM's website (<a href="http://www.NYC.gov/oem">www.NYC.gov/oem</a>)</li> <li>• OEM social media sites (primarily Facebook and Tumblr)</li> <li>• OEM marketing and promotional materials</li> </ul>	
<p><b>Description of Project/ Intern Responsibilities:</b>            The Communications/Press intern will assist with a range of projects and tasks including:</p> <p><b>General</b></p> <ul style="list-style-type: none"> <li>○ Writing and editing the agency's public materials</li> <li>○ 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)</li> <li>○ Contributing to the internal agency newsletter</li> <li>○ Compiling the daily press digest</li> <li>○ Responding to media inquiries</li> <li>○ Organizing press contacts</li> </ul> <p><b>Web/Social Media</b></p> <ul style="list-style-type: none"> <li>○ Performing website updates</li> <li>○ Enhancing OEM's social media content and presence</li> <li>○ Drafting e-mail alerts and creating content for OEM subscriber lists</li> <li>○ Tracking and analyzing OEM website traffic</li> <li>○ Identifying areas for expansion of our web content and design, and working with in-house experts to create or adapt materials for this purpose</li> </ul>	
<p><b>Requirements and/or Special Skills Needed:</b></p> <ul style="list-style-type: none"> <li>• Strong writing and copyediting skills</li> <li>• Attention to detail</li> <li>• Basic understanding of social media, HTML, Dreamweaver, and website publishing a plus</li> <li>• Adobe Photoshop and Adobe design software a plus</li> </ul> <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>This is an <b>unpaid</b> summer internship.            The 2014 OEM summer internship program is from June 2 – August 15, 2014.            All interns are required to pass a background check.</p> <p>For information on NYC OEM, go to <a href="http://www.nyc.gov/oem">www.nyc.gov/oem</a>.            To view additional OEM internships, go to <a href="http://www.nyc.gov/html/oem/html/about/job.shtml">http://www.nyc.gov/html/oem/html/about/job.shtml</a></p>	

**Interested Applicants:**

E-mail resume, cover letter (in MS Word format), and writing sample to: [jobs@oem.nyc.gov](mailto:jobs@oem.nyc.gov)

**Only those candidates under consideration will be contacted.**