

# NEW YORK CITY

## MAYOR'S OFFICE OF SUSTAINABILITY

The GreenNYC and Zero Waste Internship is available from September through December 2015.

### Organization description:

The New York City Mayor's Office of Sustainability (MOS) is responsible for developing and implementing citywide sustainability initiatives outlined in OneNYC and coordinating efforts to reduce citywide greenhouse gas (GHG) emissions by 80 percent below 2005 levels by 2050. For more information visit: [www.nyc.gov/sustainability](http://www.nyc.gov/sustainability).

### Project description:

#### GreenNYC

Created in 2007, GreenNYC is a sophisticated marketing and data-driven program that aims to change the behaviors and thought processes of New Yorkers over time through strategic, multi-media education campaigns and events. With a strong brand supported by the recognizable and accessible "Birdie" mascot, initiatives have included encouraging residents to stop car engine idling, using air conditioners more efficiently in summer months, drinking tap water, biking to work and reducing paper consumption.

GreenNYC uses a multi-disciplinary approach, combining marketing, research, climate psychology and behavioral economics to engage residents to change behavior across multiple sustainability sectors (solid waste, energy, air quality, water). It measures environmental impacts of campaigns in addition to more traditional measures of media impressions/engagement and relies on thriving partnerships with corporate partners, NGOs, institutions and a diverse range of small businesses to achieve its goals. This, coupled with a strong brand adopted across multiple city agencies, allows GreenNYC to not only connect with the public to achieve meaningful results, but to arm New Yorkers with the right tools to make a difference. For more info, visit: [www.nyc.gov/greenyc](http://www.nyc.gov/greenyc).

#### Zero Waste

The Zero Waste program is a key component of "One New York: The Plan for a Strong and Just City," also known as OneNYC. Mayor de Blasio's ambitious commitment to achieving Zero Waste to landfill by 2030 outlined in OneNYC puts the city on a path toward long-term waste reduction and heightened sustainability. Led by the Department of Sanitation and MOS, the Zero Waste program emphasizes:

- Expanding organics collection, sorting and processing capacity throughout the five boroughs and within 100 miles of NYC
- Offering single-stream recycling and an equitable Save as You Throw waste program to engage all residents in waste reduction
- Introducing recycling at NYCHA housing and bringing them up to full compliance with recycling laws
- Making all schools Zero Waste starting with a pilot program of a few Zero Waste schools in late 2015
- Expanding opportunities to reuse and recycle textiles and electronics; and expanding markets for recycled materials and products
- Reducing commercial waste disposal by 90% by 2030 through a variety of new programs and mandates

For more info, visit: <http://www1.nyc.gov/html/onenyc/visions/sustainability/goal-2-sustain.html>.

### Position description:

One full-time or two part-time interns will undertake the following:

- Assist with implementation of GreenNYC public education campaigns
- Lead content development and response management for GreenNYC and MOS social media properties and correspondence
- Provide overall support and management of day-to-day GreenNYC and Zero Waste activities
- Manage event coordination and production
- Support management of MOS activities with partners across city government and private sector
- Develop copy, proofread, and assist with production of media and presentation materials

**Qualifications:**

MOS is seeking applicants with the following qualifications: academic and/or professional experience in one or more of the following: marketing, social media, communications and/or journalism; knowledge of environmental issues pertaining to energy efficiency, resource conservation, waste management and/or climate change; ability to communicate well in the written and spoken word; ability to identify, collect, organize and analyze quantitative and qualitative data and summarize in accessible terms; ability to work independently, self-start, and have a strong desire to learn.

Expected working hours are part-time (10-15 hours per week) or full-time (35 hours per week). Please note that the position is unpaid but can provide academic credit.

**To apply:**

Please submit to [nycmosinterns@cityhall.nyc.gov](mailto:nycmosinterns@cityhall.nyc.gov) the following:

- The subject line "GreenNYC and Zero Waste Internship Application – *Full name*" and whether or not you are available part-time or full-time
- A one page cover letter highlighting aspects of your experience that are relevant for this position, including volunteer service, and explain why you are interested in working with our office
- A one page resume

**Deadline:**

Applications will be accepted until the position is filled. The City of New York is an Equal Opportunity Employer.