
PRESS OFFICE INTERN

AGENCY DESCRIPTION:

The New York City Department of Small Business Services (SBS) is a vibrant, client-centered agency whose mission is to serve New York's small businesses, jobseekers and neighborhoods. SBS makes it easier for companies in New York City to start, operate, and grow by providing direct assistance to business owners, supporting commercial districts, promoting financial and economic opportunity among minority- and women-owned businesses, preparing New Yorkers for jobs, and linking employers with a skilled and qualified workforce. SBS continues to reach for higher professional standards through innovative systems, new approaches to government, and a strong focus on its employees.

Press Office Overview:

The Department of Small Business Services press office provides the public and the press with information about agency programs and initiatives as well as events. The office offers a fast-paced environment to learn about the media and hone their public relations skills. The Press Office Intern's role is an ideal position for a directed, independent individual looking to delve into public service and the media. Among other things, the office responds to press and public affairs calls daily; assists the Mayor's Office with media questions; drafts press releases for SBS initiatives, programs and milestone events; shapes strategic pitches and media outreach strategies; assists with projects like speeches for the Mayor and the Commissioner; and edits to various newsletters and other materials, awards brochures; and maintains a press archive. The office is mentioned on a regular basis in major publications, including *The New York Times*, *NY Daily News*, *Crain's New York Business* as well as local and network news broadcasts.

Internship Overview:

The Press Office Intern reports to the Director of Communications. The intern should be a hardworking, initiative-oriented person who is interested in learning more about media, public affairs and business matters, but who can operate independently in a sometimes high-stress environment, in particular when deadlines loom or major issues arise. The intern should have a team-oriented approach; excellent discretion and nuance in handling sensitive issues and press matters; extremely good attention to detail and accuracy; excellent writing skills; the ability to work independently; and a willingness to go "above and beyond" when circumstances dictate.

DUTIES & RESPONSIBILITIES:

The Press Office Intern will, among other things, perform the following tasks:

- Assist with press inquiries
- Identify opportunities to pitch and place stories about Agency's success
- Draft press releases and media advisories
- Gather background information to prepare Commissioner and staff for interviews
- Work with City Hall on specialized projects when requested
- Assist in tracking media mentions, securing copies of TV tapes and media transcripts, etc.
- Assist in the reading of newspapers, magazines and websites for SBS mentions; prepare "SBS Press Digests" to update staff, SBS clients and City Hall officials about mentions
- Work on special projects
- Research a variety of topics to ensure accuracy
- Handle light administrative duties as required

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SPRING INTERNSHIP



careers
businesses
neighborhoods

QUALIFICATIONS:

- Excellent writing, grammar and editing skills
- Excellent discretion and nuance in handling sensitive press matters
- Ability to excel in a fast paced environment and juggle multiple tasks at once
- A working knowledge of online media (or the ability to learn this)

Please note you must be enrolled in an accredited college/university to qualify for this internship.

To apply, **please email** your resume and cover letter including the following Subject Line:
Press Office – Spring Internship to lmickelson@sbs.nyc.gov

NOTE: ONLY THOSE CANDIDATES UNDER CONSIDERATION WILL BE CONTACTED.