



SOCIAL MEDIA INTERNSHIP

Industry: Non-profit – Environmental
Department: Marketing
Reports to: Marketing Manager
Date posted: June 15, 2010
Date of internship: July 1, 2010
Compensation: Unpaid

Founded by Bette Midler in 1995, New York Restoration Project (NYRP) is a non-profit organization dedicated to reclaiming and restoring New York City parks, community gardens and open space. In partnership with the City of New York, NYRP is also leading MillionTreesNYC – an initiative to plant and care for one million new trees throughout New York City’s five boroughs by 2017.

Position Overview:

NYRP is currently seeking a creative, detail-oriented intern to document NYRP parks, community gardens, programs, workshops and festivals for NYRP’s web site, blog, Facebook fan page and You Tube. Outfitted with a camera and video camera, the intern will create daily blog entries and post images and video that tell NYRP’s story in an engaging and interactive way. This internship is a unique opportunity to gain important skills while assisting NYRP’s Marketing Department with the successful implementation of various aspects of social media.

Qualified interns must commit to working 3 to 4 days per week / 4 to 6 hours each day (includes travel time). Internship will require traveling throughout the five boroughs – will be provided with unlimited subway pass – to photograph, videotape and/or write about NYRP parks, community gardens, programs and workshops and festivals. Position will require some weekend work.

Intern duties include:

- Attend and document all NYRP events through collection of video, photographs, stories and quotes from NYRP garden members and employees to be shared via NYRP’s social media outlets
- Submit content and daily updates to NYRP’s blog, *NYRP Today*
- Assist with maintenance of NYRP’s blog, Facebook fan page and Twitter account
- Serve as social media liaison between NYRP and community gardeners and organizations, working to constantly expand on NYRP marketing and social media partnerships
- Perform administrative tasks as asked by the Marketing Manager

Qualifications:

- Enrolled in college, have a college-level degree and/or minimum of 3-years social media experience
- Experience shooting and editing video and using professional photography equipment
- A strong sense of creativity and an artistic eye
- Extremely organized and detailed oriented
- Positive attitude and passion for learning through experience in a green organization

Application

Interested individuals are encouraged to submit a cover letter and resume by email to hr@nyrp.org