

## Position Description



### Public Programs

### Seasonal Events & Promotions Associate

Hudson River Park Trust

Reports to: Director, Marketing & Events    Hours/Week: Variable

FLSA: Non-Exempt

Hudson River Park Trust (the “Trust”) seeks an individual to serve in the seasonal position of Events/Promotions Associate. Six positions are available for the 2017 season. This position is part of a team responsible for assisting in the operations and production of all Hudson River Park summer events and execution of selected grassroots marketing initiatives. This position provides extensive experience in many areas of event promotion and production.

#### ***Background:***

The Trust is a public benefit corporation created by act of the New York State Legislature and a 501(c)(3) charitable organization. The mission of the Trust is to design, construct and maintain a prominent, and very heavily used, 4 mile long waterfront park on the west side of Manhattan. The Park includes landscaped public piers and display gardens, lawn areas, ecological planting zones, athletic fields, esplanades, docks, public sculptures and other special features. The Trust covers its \$20 million annual operating budget through parking revenue, rents from commercial facilities, permits, fees, grants, donations generated by a “Friends” organization and other private sources. Approximately 75% of the Park has been constructed with a mix of State, City and Federal capital funding. Total investment in all facilities within the Park currently stands at approximately \$540 million.

Each summer Hudson River Park produces over 80 free summer events designed for people of all ages and interests. Events encompass a large-scale Blues & BBQ festival, a multi-day dance festival, family events, fitness events, an outdoor film series, and many other offerings – all of which take place in a beautiful waterfront setting. These unique events are designed to bring the public to New York City’s premiere waterfront park and make the time they spend at Hudson River Park an extraordinary experience.

#### ***Responsibilities/Duties:***

The Seasonal Events & Promotions Associate’s responsibilities include, but are not limited to, the following:

- Executing event set-up and break-down (including, but not limited to audio and video equipment, movie screens, barricades, signage, tents and seating areas)
- Executing event promotional plans (street team marketing, filling boxes of promotional materials throughout the park)
- Potential for conducting market research (survey taking within the park & at events)
- Limited data entry
- Brand Ambassador at the Hudson River Park information tent at each event, with the goal of communicating Friends of Hudson River Park membership messaging to event attendees
- Assisting to provide a safe environment on-site
- This job description is subject to change at any time.

***Special Conditions and Essential Functions:***

- This position is labor intensive; staff must have the ability to: frequently move Audio/Visual equipment weighing up to 50 pounds around the park for various event needs, walk and stand in outdoor weather conditions for up to 8 hours a day
- It requires persons who are willing and able to work evenings and weekends regardless of weather conditions
- Candidates may apply for any combination of, or for all of the following time periods:
  - May 1-June 1 (Part Time, 8-24 hours per week)
  - June 2-August 21 (Full Time, 30-40 hours per week)
  - August 19-October 10 (Part Time, 8-34 hours per week)
- There may be occasional overtime
- Exact shift days and hours to be determined
- **Applicants must be at least 21 years of age and have a valid, clean Driver's License**

***Required Experience:***

- Previous experience in event management/production
- Basic understanding of audio technologies

***Essential Traits:***

- Thrives in a team environment
- Adaptable to fast-changing situations
- Outstanding Customer Service skills
- Ethical Conduct
- Strategic Thinking/Decision Making
- Problem Solving/Analysis
- Collaboration/Congeniality
- Thorough/Detailed/Organized
- Outstanding work ethic
- Excellent Verbal Communicator

***Compensation/Benefits:***

\$16.00 per hour, no benefits.

***Application Process:***

Interested applicants are to submit a cover letter describing their interest in the position and a resume Kate Yarhouse, Director of Human Resources at [resumes@hrpt.ny.gov](mailto:resumes@hrpt.ny.gov). **Indicate Job Code: 2017SEA in the subject line of the email. Please also indicate which schedules you are interested in within the body of your e-mail.**

No phone calls please.

**More information on the Hudson River Park is available at:**

**[www.hudsonriverpark.org](http://www.hudsonriverpark.org)**

**The Hudson River Park Trust is an Equal Opportunity Employer**

*Pursuant to Executive Order 161, no State entity, as defined by the Executive Order, is permitted to ask, or mandate, in any form, that an applicant for employment provide his or her current compensation, or any prior compensation history, until such time as the applicant is extended a conditional offer of employment with compensation. If such information has been requested from you before such time, please contact the Governor's Office of Employee Relations at (518) 474-6988 or via email at [info@goer.ny.gov](mailto:info@goer.ny.gov).*