



Hudson River Park Trust
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hudsonriverpark.org

Public Programs
Brand Ambassador

Reports to: Manager, Marketing & Events
Approximate Hours/Week: Five days per week; 30-37.5 hours, some evenings and weekends required
Employment Term: Friday, May 5 - Friday, September 9, 2023
FLSA: Non-Exempt

Position Summary:

Here at Hudson River Park Trust (the "Trust") we spend our summers outside, bringing free entertainment, workouts, music and more to millions of visitors. The Brand Ambassador position is part of the team that helps to bring the Park's programming to life. In addition, this position is the face of the Park during the event season, interacting with the public, sharing information about programs, activations and more. Brand Ambassadors will travel the Park's four-mile footprint executing grassroots marketing initiatives, in addition to participating in events. If you are passionate about putting smiles on faces and delivering WOW moments, this is the job for you!

Background:

The Trust is a public benefit corporation created by act of the NYS Legislature. It is also a 501(c) (3) charitable organization. The mission of the Trust is to design, construct, maintain and operate a heavily used four-mile-long waterfront park and Sanctuary on Manhattan's west side. The Park is also financially self-supporting, generating its operating budget from commercial tenancies and permittees located within the Park's boundaries as well as from grants, sponsorships, donations and other sources.

The Trust offers public programming as part of its mission, with many events taking place throughout the year. These programs take place along the four-mile footprint of the Park, and provide fun, respite and educational opportunities, free of charge. Our team of brand ambassadors interacts with the public at each of these events, offering information and support to the public and our partners.

Responsibilities:

The Brand Ambassador responsibilities include, but are not limited to, the following:

- Act as an enthusiastic and engaging representative for the Park at all times
- Sharing information about the Park's mission, events and sustainability efforts at activations, permitted activities and information tents
- Transporting equipment/materials to various locations in the Park, set-up/break-down of activations and sponsor activities
- Executing grassroots marketing initiatives designed to promote Park by distributing collateral to local businesses and individuals along the Park, engaging local businesses and individuals in promoting the Park, filling boxes of promotional materials throughout the Park and conducting market research via surveys taking within the Park & at events

This job description is subject to change at any time.

Special Conditions and Essential Functions:

- This position requires daily physical activity including frequently moving equipment weighing up to 50 pounds, biking the full length of the Park (8/+ miles), walking, standing and set-up/break-down of equipment outdoors (in all weather conditions)
- Candidates should be available for the full duration of the season: Monday, May 15 - Friday, September 9, 2022 (five days per week; 30-37.5 hours). Exact shift days and hours to be determined; must be willing and able to work evenings and some weekends. Additional post-season hours may be available
- Outstanding customer service skills are required: restaurant and/or retail workers are encouraged to apply. Candidates should have a positive attitude and enthusiasm for outdoor spaces and events, be able to communicate in a clear and friendly manner, and thrive in a team environment

Compensation/Benefits:

\$19 per hour, no benefits.

Application Process:

Interested applicants should email their resume to Claudia McDade with a short description of their experience and why they would like to work in the Park for the summer, at resumes@hrpt.ny.gov, Attn: Senior Director of Human Resources. **Indicate Job Code: 2023SEA in the subject line of the email.** No phone calls please.

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