



Hudson River Park Trust  
353 West Street  
Pier 40, 2nd Floor  
New York, NY 10014  
P 212.627.2020  
F 212.627.9224

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

Public Programs Department  
**Digital Marketing and Outreach Intern**

Reports to: Assistant Vice President, Marketing & Partnerships  
Approximate Hours/Week: 37.5

Term: April – October 2024; term is flexible and may be scheduled around university/college course work. Frequent night and weekend hours may be required.

**Position Summary:**

The Marketing Intern will support Hudson River Park Trust's (the "Trust") Public Programs Department, growing brand awareness of the city's longest riverfront Park. From managing social accounts for real-time event content and drafting weekly e-newsletters, to planning and executing integrated digital campaigns and tracking performance metrics, you will gain extensive experience in digital marketing and outreach for the nonprofit sector, including paid media. You'll be joining a small and passionate team dedicated to growing awareness for a vital public resource that provides more than 400 free programs each year, conducts field-leading environmental research, and is enjoyed by millions of New Yorkers annually. While this role is social media heavy, this position provides key exposure to large scale marketing campaigns.

**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. You will be a vital part of the team, sharing information about our events, activations and more.

**Responsibilities:**

- Covering our Park on our communications channels, with an emphasis on activities and events; this may include posting Instagram Stories while at a concert, snapping action shots of fitness classes and assisting with event activations.
- Capturing our beautiful 4-miles on (a provided) camera/phone; you will be out in the Park regularly, photographing exciting moments and beautiful scenery. This position is highly involved in image selection and curation, bringing the Park to life through our various communication channels.
- Taking part in social media campaign development with our team; helping decide what Park activities and events should be highlighted on our channels through copy writing and asset creation/management.
- Event marketing outreach includes drafting e-blasts to our audience through MailChimp, distributing marketing collateral in the Park and engaging with community partners and other stakeholders.
- Tracking and reporting on individual social media campaigns and the Trust's overall social media efforts and making recommendations for improvements.
- Supporting Trust Partners in on-line promotion of activities and events; coordinate development of marketing collateral with our in-house graphics team.
- Tracking mentions and Park presence on-line.
- Facilitating on-line and in-Park surveys including data collection and analysis.
- Assist with procurement, contracting, and additional administrative tasks as necessary.

**Qualifications and Requirements:**

- Exceptional written and verbal communication skills required; should be organized, creative, detail-oriented and proactive.
- Must have experience with social media platforms, preferably more than just personal accounts. Candidate should be comfortable creating Reels and know how to publish cross-platform.

- Knowledge of MailChimp and Hootsuite preferred.
- Computer savvy; proficient with Microsoft Office Suite and Google Drive, Adobe Creative Suite a plus.
- Punctuality, excellent attendance and representation while onsite at events in Hudson River Park is a must. Frequent evening and some weekend hours may be part of this position.
- Must have a valid driver's license.

**Compensation/Benefits:**

\$22 per hour, no benefits.

**Application Process:**

Interested applicants should forward their resume and social media profiles, explaining their interest in the position, along with their favorite three corporate social media accounts to [resumes@hrpt.ny.gov](mailto:resumes@hrpt.ny.gov) Attn: Claudia McDade, Senior Director of HR, with "Why I Love The Park" in the subject line.