

Position Description

Development Department
HRPK Friends Seasonal Staff

Reports to: Corporate and Community Partnerships Manager

Hours/Week: 25
Start Date: TBD

Background:

Hudson River Park Friends (“Friends”) is an independent nonprofit 501(c)(3) organization dedicated to the completion, care and enhancement of the Park and is the designated fundraising, advocacy and support organization of Hudson River Park Trust (“Trust”).

Friends creates opportunities for public contributions to and participation in the Park's operations and growth, to guarantee its future for generations of New Yorkers, Americans and visitors from around the world. The Trust is a public benefit corporation of New York State and is responsible for the continued operations, maintenance and completion of the Park.

Hudson River Park (“Park”) is a new 550-acre park located along four miles of the Manhattan waterfront, which includes landscaped public piers, display gardens, heavily used lawns, ecological planting zones, athletic fields, esplanades, docks, public sculpture and other special features.

A Friends Seasonal Staff member will be hired to help execute existing program objectives and increase capacity.

Position Summary:

The Seasonal will be a Friends employee engaged in the support of development programs such as the corporate membership program, community partner program and volunteer program.

This position provides extensive experience including but not limited to: sales/donor support, community outreach, corporate prospecting, administrative support, volunteer coordination and project planning.

Duties and Responsibilities:

Corporate Membership Program - Corporate Membership is focused on engaging employees of our corporate supporters through interactive, team-focused activities such as Volunteer Days, Park Days and participation in Hudson River Park events.

- **Prospecting and Acquisition:** Research potential corporate members and assist in the acquisition of new corporate members through canvassing, outreach, in-person and telephone/on-line solicitations etc.
- **Coordinate & Organize Volunteer Events:** Assist in coordinating corporate and group Volunteer Days for partners of Hudson River Park Friends. Supervise volunteer work including but not limited to pre and post event communications, event prep, hospitality, on-site management and cleanup.
- **Sponsorship Fulfillment:** Assist with the cultivation of sponsors for Park programs and support the execution of Sponsorship deliverables. This may include the execution of Volunteer Day(s), working with the Marketing and Communications department to facilitate social media postings, volunteer-related website content, the creation of signage/marketing materials for onsite use, etc.
- **Program Collateral and Materials:** Enhance and/or create collateral for the corporate membership program and sales tool kits, keeping information updated and current. This may include informational, promotional, internal or external decks, brochures, re-caps etc.

Community Partners Program - Community Partners, neighboring businesses, support the Park by offering benefits to our members, holding fundraisers on our behalf and spreading awareness about Hudson River Park and our various programs.

- **Prospecting and Acquisition:** Research and compile list of potential Community Partners. Assist in the acquisition of new Community Partners through canvassing, outreach, in-person and telephone/on-line solicitations etc.
- **Program Collateral and Materials:** Enhance and/or create collateral for the Community Partner program, keeping information updated and current.
- **Other:** Must be willing and able to perform duties of other divisions/positions as directed or required commensurate with need and staff member's level of skill.

Volunteer Program - Volunteer efforts are critical in keeping our Park beautiful and healthy all year round. Through gardening and environmental stewardship, special event facilitation, marine debris clean-up and painting and building projects, volunteers engage with the west side community and maintain this beloved park for millions of visitors.

- **Coordinate & Organize Group and Individual Volunteers:** Assist in coordinating all individual and group volunteers. Assist horticultural staff members and work to accomplish project objectives. Act as point person for regular volunteers on various initiatives and programs, including HRPK Green Team events and weekly Neighborhood Gardener Program, Compost Volunteer Opportunities, etc.
- **Coordinate & Organize School Volunteers:** Assist in coordinating strategic partnerships with school and youth groups to facilitate volunteer service opportunities for schools, students and families in the Park.
- **Record Keeping:** Assist in maintaining an organized and accurate volunteer database for both group and individual volunteers. Collect and maintain liability waivers at volunteer events.
- **Safety:** Both the Trust and Hudson River Park Friends place the highest value on the safety of our staff, contractors, volunteers and the general public. Perform and ensure tasks are carried out safely and comply with requirements for use of proper personal protective equipment (PPE). Must be able to safely operate tools and equipment. Deliver onsite safety briefings and/or advanced training to volunteers.

Qualifications and Requirements:

The HRPK Friends Seasonal Staff member will have various responsibilities in the office and in the field. The position requires punctuality and excellent attendance and representation Hudson River Park Friends in the Park. Occasional evening and weekend hours will be required for this position.

The ideal candidate should be highly organized, detail oriented, proactive and able to work with a team to accomplish project goals. The Intern should be comfortable performing physical labor, including aspects of general landscape maintenance and the ability to lift and carry event related materials and equipment up to 25 pounds. In addition, the Intern should be enthusiastic, have impeccable communication skills and be comfortable speaking in public.

Applicant should be proficient in Microsoft Office Suite.

Application Process:

Interested applicants are to submit a cover letter outlining their interest and suitability for this position along with a resume to Tobin Kent, Volunteer Coordinator at Friends tkent@hudsonriverpark.org