



2024 Outreach & Communications Intern

Department: Public Affairs

FT/PT: Full Time

Job Status: Non-Exempt

Reports To: The Outreach & Communications Intern will report to the Senior Manager of Community Outreach and Partnerships and the Senior Manager of Marketing & Communications and Data Officer. They will work closely with the entire Public Affairs team.

OVERVIEW

Governors Island is a popular year-round destination located in the middle of New York Harbor. For almost two centuries, the Island was closed to the public, operating as a military base for the U.S. Army and, later, the Coast Guard. Today, an award-winning park is complemented by dozens of unique historic buildings, educational and cultural facilities, a rich arts and culture program, and a 22-acre National Monument managed by the National Park Service. Looking ahead, the Island is envisioned to be further activated as a resource for all of New York City, with expanded educational, nonprofit, and commercial facilities.

POSITION

The Trust for Governors Island seeks an Outreach & Communications Intern for summer 2024. The ideal candidate should have a background in marketing, communications, or a related field and a passion for community engagement and public affairs. Working closely with the entire Public Affairs team, which oversees communications, marketing, community engagement, and public programming for Governors Island, the Outreach & Communications Intern will support efforts to engage a diverse audience of New Yorkers during the Island's busiest season. This is an exciting opportunity to work in one of New York City's most dynamic public places and learn about nonprofit marketing and communications, community relations, public affairs, and placemaking.

Responsibilities include but are not limited to:

- Build and execute content to drive engagement across Governors Island's social and digital marketing channels.
- Assist with collecting and analyzing social and other digital analytics to inform content strategy and development.
- Support the Public Affairs team in promoting Governors Island as an accessible and dynamic destination, including promoting its park, recreational activities, public programs, art installations, and food and beverage operators.
- Assisting the Senior Manager of Community Outreach and Partnerships and other team members as needed to cultivate, solicit, and steward strategic partnerships through written communications, regular updates, and phone calls.
- Contribute to cross-functional communication to promote outreach amongst our networks through database maintenance and other organizational tools.
- Support staff with tabling in priority outreach neighborhoods.
- Special projects as needed.

Applicants should be available to work in person throughout the summer and expect a start date in mid-May or early June.

QUALIFICATIONS

Education:

- High school graduate or equivalent currently enrolled in a bachelor's, associate, or certificate program focusing on marketing, communications, journalism, public relations, community psychology, urban planning, graphic design, or related fields.
- The Trust also considers non-traditional interns who are looking to re-enter the workforce or change careers; this may include those who have previously graduated from college.

Experience:

- Experience and success developing, creating, and executing engaging content for social media, email campaigns, and websites in a nonprofit or similar setting.
- Experience working in/on issues related to equity, community engagement, diverse communities, and placemaking.
- Passion and interest in public space, New York City parks, climate justice, public art, and/or cultural programming.

Skills and Abilities:

- Detail-oriented with strong organizational skills and demonstrated ability to work both independently and collaboratively, multi-task, set priorities, and meet deadlines.
- Excellent communication skills—you are a creative storyteller who can get audiences excited, break down complex ideas into engaging and easily digestible content, and tailor messaging based on audience and media type.
- Familiarity with developing content (in a professional or personal capacity) for social platforms, including Instagram, TikTok, X, Facebook, and/or LinkedIn.
- Familiarity with web management and email marketing tools, Adobe Creative Suite, and/or Canva, which is a plus.
- Experience and familiarity with the local social inequities regarding access to public space.
- Interest or experience in video production is a plus.
- Proficient in using Microsoft Word, Excel, PowerPoint, or similar software.

Salary: \$18 per hour

Location and Schedule: All positions are on Governors Island in New York City. Applicants should be available to work in person until the Fall and can expect a start date in May or June.

TO APPLY

Please send a brief cover letter and resume as a single PDF document to jobs@govisland.org with "2024 Outreach & Communications Intern" in the subject line. No phone calls, please.

The Trust for Governors Island does not discriminate on the basis of age, color, disability, genetic information, marital status, membership in an employee organization, military service, national origin, parental status, political affiliation, race, religion, sex (including gender identity), sexual orientation, sexual and other reproductive health decisions, or other non-merit factor.

THE TRUST FOR GOVERNORS ISLAND

ABOUT THE TRUST FOR GOVERNORS ISLAND

The Trust for Governors Island (The Trust) is a nonprofit corporation created by the City of New York. It is responsible for the redevelopment and operation of 150 acres of Governors Island. The Trust's mission is to realize the full potential of Governors Island, demonstrating a bold vision for public space. For more information, visit www.govisland.org

