

2025 NYC SUMMER INTERNSHIP PROGRAM

PARKS & RECREATION-029

Contact: Leslie Nusblatt
Phone: (212) 360-8212
Fax: (212) 360-8263
Email: Leslie.Nusblatt@parks.nyc.gov

AGENCY DESCRIPTION

The New York City Department of Parks & Recreation manages 14 percent of the land in New York City with facilities ranging from playgrounds and large parks, to tranquil wooded areas and more than 14 miles of beaches. Parks serve as New Yorkers' backyards, as vital meeting areas for outdoor play and recreation – but also as an important tool in mitigating the effects of climate change, critical engines for economic growth and development.

NYC Parks' mission is to grow, maintain, and program a world-class park system prioritizing equity, access, safety, and nature.

Highlights of Parks' work over the last year include:

- Launching the Vital Parks for All plan, an initial investment of over \$3.2 billion across ten strategic initiatives to expand greenspace access, promote public safety, and engage New Yorkers in the stewardship of their local parks. Vital Parks for All delivers a plan to restore aging park facilities, bring new park resources where they are needed most, and empower New Yorkers with the data they need to advocate for their public greenspaces. This included the creation of the Vital Parks Explorer, a digital map that provides New Yorkers with data on park conditions to help them advocate for strategic investments and show how their parks compare to other communities across NYC.

- Joining Mayor Adams to launch “Let’s Swim NYC,” a more than \$1 billion capital investment in building, improving, and protecting New York City’s public pools over the course of five years. This funding marks the city’s highest investment in swimming infrastructure since the 1970s and includes two brand-new pools.

- Keeping New Yorkers healthy in the face of extreme heat by planting nearly 18,000 new trees, our highest tree planting total in the past six fiscal years — with a special focus on neighborhoods impacted by high heat vulnerability.

- Deploying additional “second shift” maintenance services to approximately 100 hot spots throughout the five boroughs, giving extra cleaning attention to the sites that most needed it. We also unveiled special trash receptacles designed specifically for pizza boxes, giving New Yorkers a place to dispose of their bulky boxes while limiting the food available to rodents.

- Helping visitors enjoy our greenspaces more comfortably by installing new baby changing tables in over 1,200 restrooms citywide, while also launching an ambitious initiative to build 46 new restrooms and renovate 36 existing restrooms throughout the five boroughs.

The work of our staff goes far beyond the maintenance of New York City’s nearly 30,000 acres and more than 2.5 million trees. Parks is the City’s leading programmer of cultural, athletic, and social activities, including nature walks, volunteer programs, sports clinics, historic house tours, and much more. In addition, Parks produces special events, concerts and movie premieres, and manages agreements with more than 300 businesses that operate on public parkland.

UNIT DESCRIPTION

Shape Up NYC is a group fitness program managed by NYC Parks that offers free weekly fitness classes for adults and seniors at indoor facilities and parks across the five boroughs. This summer, NYC Parks seeks a dynamic and creative outreach and marketing intern to assist the Shape Up NYC team with special projects, including creating content to promote classes on social media and providing support at special outreach events.

POSITION TITLE

Shape Up Marketing & Special Events Intern

INTERNSHIP RESPONSIBILITIES

The goal of this internship is to help spread awareness of Shape Up NYC’s free fitness classes through various marketing channels and engaging with our community both online and in person. Key responsibilities include, but are not limited to:

Content Creation:

- Visit Shape Up NYC classes and special events to take photos and videos that will be used to generate content for our social media platforms (mainly Instagram and Facebook)
- Analyze the performance of content, providing insights and recommendations for future improvements
- Identify opportunities for potential partnerships that would expand our reach and impact within the community

nyc.gov/internships

Event Support:

- Assist in the planning, coordination, and promotion of special events hosted by Shape Up NYC
- Provide occasional support (mainly tabling and distributing marketing materials) at external events hosted by our partners such as health fairs

Administrative Tasks:

- Support the administrative needs of the team, including maintaining databases and organizing files

QUALIFICATIONS/SPECIAL SKILLS/AREAS OF INTEREST

We are looking for interns who are passionate about community health and fitness and can share that enthusiasm with New Yorkers with diverse backgrounds and abilities.

Preferred Skills:

- Experience in social media content creation and comfort using with social media platforms including Instagram and Facebook.
- Ability to capture high-quality photos and videos to showcase Shape Up NYC classes and events effectively.
- Creative storytelling and problem solving skills
- Familiarity with social media analytics tools to track key performance metrics
- Strong project management/multitasking abilities
- A great attitude and flexibility to adapt to changing priorities and deadlines
- Ability to work independently and as part of a team
- Availability to attend occasional fitness classes and events during evening and weekend hours

Required Academic Experience Qualifications:

Enrolled in a degree program in Marketing, Communications, or a related field.

APPLICATION PROCESS

Please email cover letter and resume to Leslie.Nusblatt@parks.nyc.gov