

Media & Communications Intern

The Bronx River Alliance has several means by which we communicate with our external audiences: media outreach, a website, an e-newsletter that we send out to 1300+ people, and a Twitter and Facebook account. We have also recently undergone a strategic communications evaluation and are looking for a dynamic, self-starter to help us carry out key recommendations from the assessment, as well as assist with our customary communications.



We seek a part-time intern for the fall 2010 semester for a paid internship.

Primary Duties:

- Perform media research and augment the Alliance's media contact list
- Communicate with press regarding Bronx River events and activities
- Assist Communications Director in managing the organization's external communications, particularly via our website (www.bronxriver.org), social media sites (Facebook and Twitter), and our e-newsletter. Develop other messages and communications tools as needed

Depending on experience and time, the intern will also have an opportunity to:

- Work with senior staff to develop media outreach strategy for 2011
- Facilitate a visioning session with staff and board
- Provide staff training in how to communicate with media

Qualifications/Special Skills/ Areas of Study

The ideal candidate will have:

- Strong verbal and written communication skills
- Strong sense of the NYC and Bronx media environment. Ability to communicate effectively with reporters and train others to do the same.
- Familiarity with updating websites and social media sites, formatting and sending out e-newsletters to a mass list
- A high level of proficiency with computers, new media, and emerging technologies and be willing to learn new programs.
- Communications or journalism degree or coursework a plus. Graduate coursework preferred.

Please send resume and cover letter to Maggie Scott Greenfield, Deputy Director at Maggie.greenfield@parks.nyc.gov by September 6.