

**Communications and Outreach Intern, The Trust for Governors Island**

The Trust for Governors Island (“The Trust”) is seeking a highly motivated, organized and creative Communications and Outreach Intern for summer 2017. The Intern will report to the Director of External Relations and will support a wide-range of outreach and marketing efforts related to increasing the visibility of the Island’s public access season. Projects include implementing the Trust’s social media strategy, developing content for the Governors Island website and blog, preparing updates to the Trust’s marketing materials and website and community outreach.

**Key Projects and Responsibilities:**

1. Outreach
  - A. Identifying and targeting key populations that do not appear to be represented in the Island’s visitorship including but not limited to senior centers, day camps, school groups and neighborhood associations
  - B. Developing and executing effective outreach strategies to ensure that New Yorkers from communities across the five boroughs are aware of the opportunity to visit Governors Island
  - C. Liaise with local elected officials and community boards to communicate key announcements related to the public access season
  - D. Assist with outreach efforts to arts and programming organizations for OpenHouseGI, the Trust’s program that offers free space to arts and cultural organizations for public programming throughout the season
  
2. Website, E-Newsletters and Social Media
  - A. Regularly update govisland.com to reflect current programming, events and activities available to visitors during the public access season
  - B. Produce regular content for the Governors Island blog including weekly stories on programming highlights, activities, key announcements related to the public access season and Island history
  - C. Assist with the development and execution of a creative and engaging social media strategy utilizing Instagram, Twitter, Facebook, Snapchat and Flickr
  - D. Assist with the development of the Governors Island weekly newsletter, highlighting key programs and announcements throughout the season
  
3. Special Projects
  - Assist with the development and placement of wayfinding signage throughout the Island

- Support Trust staff in organizing tours for members of the press, civic organizations and elected officials
- Assist with the organization of the Island's photo archives
- Assist with special events as needed

### **Key Qualifications:**

#### *Education level required:*

- Bachelor's degree candidate (or recent graduate) with an emphasis on communications, marketing, journalism, public policy, political science, urban planning or other relevant fields

#### *Skills desired:*

- Strong written and verbal communication skills.
- Ability to think and write creatively.
- Familiarity with social media platforms including Instagram, Facebook, Twitter and Snapchat. Familiarity with GIF and video creation, live features and Instagram Stories a plus.
- Familiarity with Adobe Creative Suite including Photoshop and InDesign a plus.

### **Location and Timing:**

The internship will be located on Governors Island, which is accessed by a short ferry ride from Lower Manhattan. Preference is for candidates who are available for full time (M-F, 35 hours/week) internships for approximately three to four months.

### **Background**

Governors Island is a very special place; the Island created by and for New Yorkers. Once off limits to the public, it is now a key element in the future of economic development and recreation for the City.

Arriving by boat, visitors coming to the Island encounter the Statue of Liberty, the Harbor, a unique Historic District, and now a spectacular, new park. More than two-dozen historic houses as well as acres of green spaces are filled with art, cultural, and recreational experiences to discover. In addition to making the Island a resource for New Yorkers, The Trust has also executed an ambitious capital program including major investments in infrastructure and open space.

In the coming year, The Trust expects to begin the next chapter in the Island's redevelopment by seeking new tenants, and beginning to cement in place the Island's role as a lasting asset for the City and the region.

### **About The Trust for Governors Island**

The Trust for Governors Island is the nonprofit corporation created by the City of New York that is responsible for the redevelopment and operations of 150 acres of Governors Island. The Trust's mission is to transform Governors Island into a vibrant year-round resource for New York City, making the Island a destination with extraordinary public open space, as well as educational, not-for-profit, and commercial facilities. The remaining 22 acres of the Island is designated the Governors Island National Monument and is overseen by the National Park Service.

The Trust for Governors Island does not discriminate in employment on the basis of race, color, religion, sex (including pregnancy and gender identity), national origin, political affiliation, sexual orientation, marital status, disability, genetic information, age, membership in an employee organization, parental status, military service, or other non-merit factor. For more information about Governors Island, visit <https://govisland.com/>.

**To Apply**

Please submit your cover letter and resume to Sarah Krautheim at [skrautheim@govisland.nyc.gov](mailto:skrautheim@govisland.nyc.gov), with "Communications and Outreach Intern" in the subject line.