



**NYC Department of Education
2016 Summer Internship Program
Project Form**

INTERNSHIP TITLE:

Communications Intern

DIVISION/OFFICE:

Office of Leadership

ADDRESS:

52 Chambers Street, Room 315, New York, NY 10007

OFFICE DESCRIPTION:

The Office of Leadership's mission is to build and sustain a leadership pipeline that yields high-quality leaders at all levels of the system, including teacher leaders, assistant principals, principals, and systems-level leaders. The Office of Leadership (OOL) believes that if we invest in providing job-embedded leadership development opportunities for our most promising emerging leaders and supporting our strongest current leaders to build leadership capacity in others, then we will build a leadership pipeline that is more cost-effective and sustainable, and produces more high quality next level leaders.

INTERNSHIP RESPONSIBILITIES:

Office of Leadership communication support intern performs various communications related assignments as follows:

- Engage in media research and database development
- Media tracking and clipping
- Participate in drafting and formatting documents, presentations and other communications materials
- Social media program support
- Work with various account teams to assist with the implementation of PR and social media programs
- Assist with event planning, meeting and presentation arrangements
- Assist with compiling regular project reports
- Work closely with chief of staff to develop and coordinate projects
- Learn how to manually update website content (CMS platform)
- Update and maintain OOL's email distribution lists using MailChimp
- Track and record email open rates
- Maintain inventory of communications collateral including brochures, newsletters, and promotional items
- Assist with special projects as assigned

QUALIFICATIONS/SPECIAL SKILLS/AREA OF STUDY:

- College junior, senior, or graduate student, preferably in a related field (e.g., English, marketing/communications, or public relations)
- Computer proficiency, specifically a working knowledge of Microsoft Word, PowerPoint, and Excel



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Carmen Fariña, Chancellor

- Experience with Sitecore CMS or other content management systems is a plus
- Familiarity with MailChimp or other email marketing service providers is a plus
- Excellent organizational skills with a focus on details
- Strong oral and written communication skills
- Excellent grammar, spelling, punctuation, and proofreading abilities
- Ability to take initiative and handle multiple tasks simultaneously

The ideal candidate should be a pragmatic, curious problem solver, who has knowledge of and interest in education.

SALARY INFORMATION:

This is an unpaid internship.

ADDITIONAL INFORMATION/COMMENTS (Optional):

The Communications Intern will:

- Gain valuable communications knowledge through shadowing and hands-on training;
- Learn how to work effectively in a large education organization;
- Have opportunities for networking with education staff across NYC (both internal NYCDOE and External Partnership Organizations)
- Learn how to develop a communication strategy and devise project plans to support it