

I N T E R N S H I P

CITY OF BOSTON PARKS AND RECREATION DEPARTMENT

Marketing Department

Intern will report to the Marketing Director and Director of Event Development, who possess first-hand experience of the internship process. The Marketing Department has a clear understanding of what the student should gain from the internship experience and how it complements the formal academic process. The intern will be exposed to the core responsibilities necessary for a future position in the communications, political and/or consulting fields. The Department will assist with the preparation of resume and writing samples.

This internship will provide broad exposure to all facets of public relations in a busy city government department including media and community relations, inter-governmental affairs, marketing, special events, client relations, and corporate sponsorships. Specific duties will include:

- Assist with execution of special events including park openings, sporting events, concert series, and fundraisers
- Assist in the preparation of briefings and speaking points for events
- Assist with media relations including press releases, advisories and media follow-up
- Assist with research to identify sponsors
- Assist with compiling and disseminating sponsorship proposals
- Assist with scheduling Mayoral engagements at Department events
- Manage news clipping system

AVAILABLE : Annually spring and fall semesters and summer

HOURS: 20-25 hours per week (flexible)

SALARY: Unpaid

TRANSPORTATION: A car is easiest, however our offices are accessible by public transportation.

DRESS CODE: Casual, except for client meetings and some events, which may require business attire.

TO APPLY: Send resume and cover letter to suzannet@ci.boston.ma.us

CONTACT: Suzanne Segura Taylor at suzannet@ci.boston.ma.us or (617) 635-4505 extension 3039