

Marketing Internship (P/T Position)

The Union Square Partnership (USP) is the leading advocate for the Union Square-14th Street district. The organization includes two 501(c)(3), non-profit organizations including a local development corporation and Manhattan's first business improvement district. USP was founded over 40 years ago to promote the economic, residential and cultural vitality of the neighborhood. USP provides sanitation, public safety, business and economic development and marketing services, hosts a wide-range of community events, and invest in the beautification and maintenance of Union Square Park. The organization is overseen by the Executive Director and its Board of Directors comprised of Union Square's leading civic leaders from its corporate sector, academic institutions and cultural community. It has an administrative staff of six reporting to the Executive Director, and a combined annual operating budget of \$4 million.

As our Marketing Intern you will...

The Marketing Intern position is part of USP's Internship Program and is designed to provide qualified students interested in marketing, events, social media and public space with the opportunity to work within the Marketing Team of one of New York City's premier non-profit organizations.

Your responsibilities will include, but are not limited to...

- Assisting in the creation of marketing materials such as digital newsletters and business welcome packets (experience with Mailchimp a plus).
- Developing social media and blog content to promote USP's work and engage with neighborhood partners and businesses for Twitter, Facebook and Instagram (editing photo/video for social media is a plus).
- Providing support with office tasks including managing incoming phone calls and emails (must be comfortable on the phone), preparing mailings and handling deliveries.
- Assisting with preparation for and management of USP-sponsored events

What you'll need to excel in this position...

- Must be able to commit to a minimum of 20 hours per week with the option for more hours, if desired.
- Duration of internship varies but the preferred minimum during the school year is 5-6 months, with the opportunity to extend
- Exceptional interpersonal, organizational, and execution skills to complete a diverse array of projects in a fast-paced, team-oriented environment.

- Outgoing, motivated, and creative with an eagerness to learn new skills. Candidate must conduct themselves in a professional demeanor and have excellent written and oral communication skills.
- Tech-savvy, with experience in Microsoft Office programs, social media, and website content development; design experience with Adobe Creative Suite a plus.
- General knowledge of the Union Square - 14th Street Neighborhood and the operation of NYC Business Improvement Districts (or the desire to learn).

What's it like to work at USP?

- We are a dynamic team of public space management and community building professionals with a deep love and appreciation for the history and potential of the Union Square-14th Street district.
- Our culture is built on transparency and all members of the administrative team are welcome at all board and committee meetings so that everyone has a deeper understanding about how decisions are made – and your input is always welcome!
- Although we are currently working from home, our team is in regular contact. With multiple check-ins throughout the week and opportunities to interact in the field, there is ample opportunity to develop relationships with every member of our team.

What do our past Marketing Interns have to say?

- "Working with the Marketing + Events team was an amazing experience, where my colleagues have now become good friends. This internship opened my eyes to how a neighborhood lives, grows, and connects to its community members and how to best communicate with them." - *Gina, School Year 2018 - 2019*
- "USP truly showed me what it means to be a community-based organization throughout my summer internship. Being hands on throughout the *Summer in the Square* program exemplified USP's dedication to ensure Union Square is the best neighborhood for its residents, businesses, and visitors. The friendly and experienced staff at USP enabled me to properly develop crucial time management, presentation, and overall professional communication skills in a receptive environment." - *David, Summer 2017*
- "As a USP Marketing + Events Associate, you will learn how business improvement districts build communities through marketing, developing relationships with community stakeholders, and hosting events showcasing the neighborhood. My time with USP gave me unique insight into the world of nonprofits and BIDs and that prepared me to take the next step into city government and local development." - *John, Summer 2016*

Interested in joining the USP team? Here's how to apply!

USP is an equal opportunity employer. All qualified candidates are encouraged to apply. A cover letter and resume should be submitted via Jobs@unionsquarenyc.org. Please put "Marketing Intern" in the subject line.