



P/T MARKETING & COMMUNICATIONS PAID SPRING INTERNSHIP – CONEY ISLAND

Company Overview:

The Alliance for Coney Island is a non-profit organization dedicated to the continued revitalization of Coney Island into a year-round, entertainment destination. To carry out this mission, the Alliance takes on several initiatives including tourism, community development, and revitalization that support the ongoing development of the “People’s Playground”.

The Job:

As one of the most iconic locations in NYC, the marketing intern will work closely with the Marketing Manager and Executive Director on the implementation of initiatives aimed at positioning Coney Island as a must-see travel destination. The Marketing Internship program is designed to provide hands-on experience to current students with an opportunity to learn basic marketing and public relations skills including branding, promotion, and sponsorships. Our internship position will be 3 days a week and ideally starting at the end of March through the end of June with the potential opportunity to extend through the summer.

Due to COVID-19 safety precautions, the internship position will be conducted remotely but that may change during the course of the internship. Interns will be learning and collaborating with our team virtually via Zoom, as well as in-person, and must live in NYC, have access to a personal computer, and have access to the internet to participate.

Responsibilities:

- Maintenance of websites (AllianceforConeyIsland.org, ConeyIslandFunGuide.com)
- Assist in marketing and advertising promotional efforts including creating and producing literature, graphics, and other materials for distribution
- Monitoring and managing company social media platforms (Instagram, Facebook and, Twitter) and adjusting outreach tactics as needed
- Drafting and creating weekly bulletins and e-newsletters
- Online event postings
- Assistance with event planning and execution including vendor relationships and contract negotiations
- Data collection and analysis to identify visitor trends

Requirements and Qualifications:

- Excellent organizational and written/oral communication skills
- Proactive, organized, efficient, detail-oriented, accountable, and enthusiastic
- Applied understanding of basic marketing principles
- Familiarity with social media platforms (Facebook, Twitter, Instagram)
- Ability to work independently and exhibit initiative and creativity
- Comfortable with multitasking in a deadline-driven environment
- Understanding of SEO techniques and best practices
- Basic photography and graphic design skills



- Background and/or interest in public relations, event planning, graphic design, web development, and social media marketing
- Experience with Microsoft Office products, and Adobe InDesign or Adobe Illustrator
- Flexible schedule
- Ability to interact and work with a diverse customer base

Education and Experience

- College student working towards a degree in marketing, tourism, communications, or a related field
- Successful completion of introductory courses in marketing, business, communications, tourism, or equivalent
- Previous experience with the use of Adobe Creative Cloud (Photoshop, Premiere Pro), Canva, and social media management tools (Hootsuite, Sprout Social) a plus

To Apply:

Submit cover letter and resume to info@allianceforconeyisland.org

Deadline: February 24, 2021

Alliance for Coney Island is an equal opportunity employer and considers applicants for all positions without regard to race, color, religion, creed, gender, national origin, age, disability, marital or veteran status, sexual orientation, or any other legally protected status.