Flatiron
23rd Street
Partnership

230 Fifth Avenue
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New York, NY 10001

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flatirondistrict.nyc

Content Writer Intern - Job Description
Fall 2021

The Flatiron/23rd Street Partnership Business Improvement District, formed in 2006, is a nonprofit organization whose mission is to enhance Flatiron and NoMad's reputation as two of New York's most vital and exciting neighborhoods. This is accomplished by maintaining a clean and safe environment for the district's businesses, residents, and visitors; by spearheading area improvement projects; and by marketing the diverse business and retail options in this vibrant and historic neighborhood.

The Partnership is seeking a Content Writer Intern to work 20-30 hours per week to perform a variety of functions related to the Partnership's editorial and content creation. This internship is slated to start in September and run through December, with the possibility to extend into early winter/spring 2022.

Responsibilities will include:

- Leading a weekly email newsletter including
  - Planning out a content schedule.
  - Preparing and formatting the email newsletter each week, including well-crafted teaser blurbs for articles to promote click-throughs.
  - Selecting photography to encourage readership and editing photos where needed.
  - Staying in communication with Partnership staff on timelines and needs.
- Writing articles for FlatironDistrict.NYC to be featured in the newsletter & on other digital platforms.
  - Drafting and editing articles. Topics include: new restaurant/store/hotel openings, holiday roundups, interviews, historical pieces, promotion of Partnership events and programs, and general community-related information.
  - Selecting header and in-text photos to support article's content.
  - Proposing content ideas that speak to a time of the year, a trend, a need, etc.
- Overall website maintenance to ensure content is up-to-date and accurate.
- Assisting staff with social media needs including drafting posts/captions and selecting photos.
- General marketing campaign/program support.
- Possible event staffing assistance.
- Occasional ad-hoc projects in collaboration with other departments: general data collection, research requests, reporting, and administrative support.

Preferred skills:

- Excellent writing and proofreading skills.
- A strong eye for selection of eye-catching images, strategic use of color, formatting, etc.
- A "can-do" attitude, a willingness to learn, and a general excitement for city life, community engagement, and/or supporting small businesses.
- Willingness to take initiative, multi-task, work well with others and work independently at times.

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This is a paid internship with an hourly rate commensurate with experience/education. Current undergraduate students, prospective graduate students, current graduate students, as well as recent college graduates are encouraged to apply.

The position will be a hybrid of remote work and office work at the Partnership's offices in the Flatiron District. The health and safety of staff members is paramount, and this hybrid work model is subject to change at the discretion of the Partnership, based on the status of the pandemic.

Interested candidates should send a cover letter and resume to the attention of Kimberly Lynch, Marketing & Program Manager, at info@flatirondistrict.nyc with "2021 Content Writer Internship" in the subject line.

Closing date for applications is September 8, but applicants are encouraged to submit early for consideration. For more information on the Flatiron Partnership, visit FlatironDistrict.nyc or @flatironny.