



**DASNY**

**We Finance, Design,  
and Build Infrastructure**

**Position Title:** Student Intern – Communications + Marketing  
**Internship Duration:** 10-14 weeks (May – August 2019)  
**Hiring Rate:** \$15/hr  
**Location:** Albany

## Our Mission

We commit to deliver exceptional service and professional expertise on every financing and construction project for our clients and the public, in a cost-effective manner, while advancing the policy goals of New York State.

## Applicant Instructions

Please specify the exact title and location of the position that you are applying for. All candidates must submit a resume demonstrating evidence of meeting the qualifications as specified in the job notice. Please include all relevant employment history, including the name of each employer, dates of employment and titles held.

For additional information, please see attached position description.

Qualified candidates should apply directly through the following link:

<https://dasny.clearcompany.com/careers/jobs/cdcedaf4-8f8b-a663-54bc-581e982e5ea9/apply?source=968632-CS-21751>

We encourage all applicants to submit electronically.

DASNY is an Equal Employment Opportunity employer committed to excellence and diversity. All qualified candidates are encouraged to apply.

# Position Description

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## Nature and Scope

DASNY is New York State's capital development authority and provides financing and construction services to public and private universities, not-for-profit healthcare facilities and other institutions that serve the public good. DASNY is composed of five major divisions: Construction Services, Counsel's Office, Executive Direction, Finance & Information Services, and Public Finance & Portfolio Monitoring.

The Communications + Marketing Unit (C+M) is part of Executive Direction. The C+M Team is responsible for all internal and external corporate communications and marketing efforts. C+M responds to media and public requests, produces publications, manages DASNY events, prepares advertisements and marketing materials, produces DASNY's annual report, monthly e-newsletter, President's messages, and employee profiles. C+M also manages the content for [DASNY website](#), in collaboration with Information Services, and is responsible for managing DASNY's social media presence and policy.

## Primary Purpose

Under the supervision of the Strategic Communications and Marketing Manager, a student intern will perform a variety of tasks related to communications, marketing, media outreach, social media content development, event and website content management. Student interns may also participate in educational opportunities designed to inform interns on DASNY business operations and other important business topics.

## Essential Functions

- Developing language for **Access DASNY** e-newsletters, press releases, and website content.
- Assisting with planning events, including: event communications, travel logistics, signage, and on-site coordination.
- Compiling information and drafting reports, memos, and letters.
- Assisting in reviewing, editing and proofreading of marketing materials, letters, publications and other documents.
- Compiling news articles of interest to authority management.
- Conducting research related to various executive initiatives.
- Maintaining C+M contact database.
- Creating marketing materials using graphic design software.
- Assisting in photography/videography archives, editing and creation.
- Student interns are subject to and must comply with applicable laws, policies, procedures and expectations for DASNY employees.

## Minimum Qualifications

Must be a full-time, matriculated upper-level undergraduate i.e. junior, first year graduate student pursuing studies in Communications and/or Marketing, Journalism, Public Affairs, Public Relations, or a related discipline.

## Essential Skills

- Excellent oral and written communications skills.
- Excellent organizational skills and ability to prioritize.
- Proficiency in PC applications such as Outlook, Excel, Access, Word, and PowerPoint.