



**CITY OF SUNNYVALE**  
Department of Human Resources  
505 West Olive Ave., Suite 200  
Sunnyvale, CA 94086

<https://sunnyvale.ca.gov>

**INVITES APPLICATIONS FOR THE POSITION OF:  
Intern – Recreation Marketing and Special Events (Fall, Spring or Summer)**

*An Equal Opportunity Employer*

**SALARY**  
\$20.50 Hourly

**OPEN DATE:** 07/14/21

**CLOSE DATE:** Continuous

**THE POSITION**

**INTERN – RECREATION, MARKETING AND SPECIAL EVENTS**

**Hours: 400 hours over 13-14 weeks.** The selected candidate for each season (Spring, Summer or Fall) will work under the supervision on weekdays between the hours of 9 a.m. and 5 p.m.

The City of Sunnyvale Department of Library and Recreation Services is seeking an Intern to assist with marketing projects (e.g. Activity Guide, fliers, social media), the production of special events (e.g. Hands on the Arts Festival, State of the City, Family Fall Fest) as well as assist in other work areas as needed (Arts – Gallery, Pottery Studio and Theatre; Youth, Teen, Adult and Senior recreation programming; Sports and Aquatics programming, Facility/Field Rentals and Customer Service Desk/Registration).

**Supervision Received and Exercised**

Receives general direction from the Recreation Services Coordinator 2 in the Department of Library and Recreation Services. This position may act as a lead with community members.

**ESSENTIAL JOB FUNCTIONS**

(May include, but are not limited to, the following):

- Creates marketing material to promote the Recreation Services recreation and social services programs successfully
- Maintains, enhances and provides content for social media pages on Facebook, Instagram and NextDoor
- Plans logistics for special events, including communicating with committee staff members, volunteers, vendors, artists and performers; ordering and organizing supplies and attending planning meetings and discussions
- Tracks and keep record of special event supply purchases
- Implements Special Events, including greeting the public and answering questions; helping with set-up and clean-up; and supporting vendors, partners, artists and performers by addressing equipment, technical, and other needs
- Performs a wide variety of task such as writing program descriptions, proofreading/editing marketing content, taking photos or selecting imagery to be used in marketing campaigns
- Prepares reports and presentations for Arts Commission, Parks and Recreation Commission or Library Board of Trustees
- Researches similar events in the Bay Area and beyond and suggests best practices

- Learns to follow all City standards related to branding and writing (Associated Press style), or as otherwise directed, and meet deadlines
- Represents the division at community outreach events (such as fairs, special events, etc.) by promoting recreation services programs and services
- Assists the Recreation Services Division with additional duties as assigned

**Professional Development Opportunities:**

- Develop experience in special event planning and production
- Apply internet research skills and gain experience in social media marketing
- Improve writing skills through a variety of communication mediums (formal correspondence, marketing materials, web content)
- Gain experience in marketing programs and activities
- Gain exposure and experience in program planning in arts, sports, aquatics, youth, teens and older adult recreation
- Expand professional network in producing events

**WORKING CONDITIONS**

Position is required to work on the Community Center campus and may not work from home. Position requires prolonged sitting, standing, walking, reaching, twisting, turning, kneeling, bending, squatting and stooping in the performance of daily activities. The position also requires grasping, repetitive hand movement and fine coordination when using a computer keyboard. Additionally, the position requires near and far vision when reading and using a computer. Acute hearing is required when providing phone and personal service. The need to lift, carry and push tools, equipment and supplies weighing up to 50 pounds is also required. The job duties may expose the employee to the outdoors, which may include exposure to fumes, dust, allergens and air contaminants. Some of these requirements may be accommodated for otherwise qualified individuals requiring and requesting such accommodations.

**MINIMUM QUALIFICATIONS**

**Education and Experience**

The minimum qualifications for education and experience can be met in the following way:

- Currently enrolled in an undergraduate or graduate program with a major in Recreation, Parks, Tourism, Hospitality, Marketing/Communications, Visual Arts, Performing Arts or Theater Arts
- Courses or experience in marketing, event planning, recreation, parks, tourism, visual or performing arts, theater or pottery

**Ability to:**

- Follow general instructions, directions and procedures while working effectually with attention to detail;
- Process information and data in a relevant manner to reach reasonable conclusions and make practical decisions;
- Demonstrate flexibility of style relative to specific job assignments, working environments, shift schedules and hours;
- Work effectively with others, as a contributing group or team member on multiple assignments;
- Communicate with high proficiency in both written and spoken English;
- Prioritizing assignments and workload appropriately and responding to multiple deadlines
- Use independent reasoning to solve programs of moderate complexity;
- Establish and maintain effective professional work relationships with a variety of people, including City staff, volunteers, the public and artists/performers;
- Perform the essential functions of this position
- Internet research skills, including social media and networking sites
- Learn Associated Press writing style
- Creatively solve problems as they arise

**Knowledge of:**

- Art, culture, theater, sports, aquatics, older adults programming in a recreation setting
- Computer programs utilized in the production of marketing collateral; specifically, Microsoft Publisher, Word and Excel (Adobe Creative Suite is a plus)
- Dynamics of development of social media sites
- Basic principles of graphic design

**Licenses/Certificates:**

Possession and continued maintenance of a valid class C California driver's license and a safe driving record, or the ability to provide alternative transportation as approved by the appointing authority.

**APPLICATION AND SELECTION PROCESS****APPLICATION PROCESS**

If you are interested in this opportunity, please submit your City of Sunnyvale employment application, the required supplemental questions, and enrollment/course verification to the Department of Human Resources.

**City application forms, completed in full, are required.** Candidates are asked to fully describe any training, education, experience or skills relevant to this position. Electronic applications may be submitted on-line through the City's employment page at [Sunnyvale.ca.gov](http://Sunnyvale.ca.gov), Search: Jobs. Late or incomplete applications will not be accepted.

**SELECTION PROCESS**

Applications will be competitively screened based on the minimum qualifications of this position. Based upon a review of the application materials, the most qualified candidate applications will be forwarded to the hiring department for review. Application materials will be evaluated for job-related skills, experience and education. Individuals with the best match to the position will be invited to participate in an interview.

**Applications are reviewed on an ongoing basis and information regarding next steps in the recruitment process will be sent via email. Please check your email regularly for status updates.** You may contact Faye Brand, HR Technician at: [fbrand@sunnyvale.ca.gov](mailto:fbrand@sunnyvale.ca.gov) or 408-730-3015 for recruitment updates.

Any candidate that is selected by the hiring department will be required to successfully complete a pre-employment process, which may consist of a background history check, as well as medical exam(s) administered by a City-selected physician(s) before hire. Prior to starting work, all newly-hired employees will be fingerprinted to check conviction history. A conviction history will not necessarily disqualify an applicant from appointment; however, failure to disclose conviction history will result in refusal of employment or termination. Positions which are covered by the Department of Transportation regulations are required to submit to a pre-employment drug test and to random drug and alcohol testing.

**ADDITIONAL INFORMATION**

For more information regarding this internship, please contact Michele-Bridget Ragsdale by email to: [MRagsdale@sunnyvale.ca.gov](mailto:MRagsdale@sunnyvale.ca.gov). For information relating to the application process contact Faye Brand, Human Resources Technician at (408) 730-3015 or email: [fbrand@sunnyvale.ca.gov](mailto:fbrand@sunnyvale.ca.gov).

The information contained within this announcement may be modified or revoked without notice and does not constitute either an expressed or implied contract.

*The City of Sunnyvale is an Equal Opportunity Employer. It is the policy of the City of Sunnyvale not to discriminate against all qualified applicants or employees on the basis of actual or perceived race, religion (including religious dress or grooming practice), religious creed, color, sex (includes gender, gender identity, gender expression, transgender, pregnancy, childbirth, medical conditions*

related to pregnancy or childbirth, breastfeeding or medical conditions related to breastfeeding), sexual orientation (including heterosexuality, homosexuality and bisexuality), ethnicity, national origin, ancestry, citizenship status, military and veteran status, marital status, family relationship, age, medical condition, genetic characteristics and/or genetic information, and physical or mental disability. Applicants needing special accommodations for testing should submit a request to the Department of Human Resources at time of application.

APPLICATIONS MAY BE OBTAINED AND FILED ONLINE AT:

<https://sunnyvale.ca.gov>

OR

505 West Olive Ave., Suite 200,  
Sunnyvale, CA 94086

EXAM #21-00106  
INTERN – RECREATION MARKETING AND SPECIAL EVENTS  
(FALL, SPRING OR SUMMER)

FB

## Intern – Recreation Marketing and Special Events (Fall, Spring or Summer) Supplemental Questionnaire

### \* 1. Instructions for completing the supplemental questionnaire:

This supplemental questionnaire will be a primary tool in the evaluation of your qualifications for this position. The supplemental information that you provide will be evaluated along with your completed application. Please limit your response to one page per question. In answering the question(s), be as specific as you can. Some questions may include multiple parts (i.e., (a), (b), (c), (d), etc.). Please make sure to address each part of each question in the supplemental questionnaire below.

***Please be advised that you will be 'timed out' of this page after 30 minutes. Therefore, it is best to copy the supplemental questions that require text answers from this page into a document that you can save on your computer, produce your responses in that document, and then copy and paste the responses into the space provided below. Additionally, please save your work continuously.***

The completed application and responses to supplemental questions constitute an examination. **Note: qualifying experience must be reflected on the job application form.**

Resumes may be attached, but they will not be accepted in lieu of completing the job experience section of the application or the supplemental questions. The information you provide will be used to further identify those applicants who are best qualified to continue in the selection process for this position.

**Your responses to the questions that require you to detail your background and experience should include the following information:\***

- The number of years of experience you have had performing the duties that you are describing;
- The name(s) and type(s) of organization(s) where you obtained such experience; and,
- Your role and specific responsibilities within the organization(s).

***\*Responses to the supplemental questions that indicate "see resume" are considered incomplete.*** By checking the 'Yes' response below, I indicate that I have read these instructions for completing the supplemental questionnaire and in accordance with these instructions, I understand that written responses to the supplemental question(s) listed below are required, in order to evaluate my qualifications for this position and for my application to be considered complete.

Additionally, I certify that I have completed the following supplemental questionnaire on my own; the answers accurately reflect my training, education and experience; and, I understand that my responses are subject to verification.

Yes  No

- \* 2. Are you currently enrolled in an undergraduate or graduate program with a major in Recreation, Parks, Tourism, Hospitality, Marketing/Communications, Visual Arts, Performing Arts or Theater Arts?

Yes  No

\* 3. Please list the undergraduate or graduate program in which you are enrolled. If no, enter NA.

\* 4. Have you completed or are enrolled in courses or have experience in marketing, event planning, recreation, parks, tourism, visual or performing arts, theater or pottery?

Yes  No

\* 5. Please list the courses you have taken and describe your experience in marketing, event planning, recreation, parks, tourism, visual or performing arts, theater or pottery. If none, enter n/a.

\* 6. Please briefly describe your experience conducting internet research and explain how that research was applied.

\* Required Question