



## **Mayor's Office of Sustainability**

**Position Title:** GreeNYC Intern

**Intern Job ID:** 2034

**Education Level:** Undergrad and Graduate Students

The Mayor's Office of Sustainability is seeking an intern to help manage and strengthen GreeNYC, one of the City's marketing and data-driven programs that aims to encourage New Yorkers to make Climate-smart decision and choices.

### **About the Office:**

The Mayor's Office of Sustainability (MOS) is responsible for developing policies and programs to enhance the near-term and long-term sustainability of the City of New York, as outlined in the City's sustainability plan: One New York 2050: Building a Strong and Fair City (OneNYC). MOS is responsible for overseeing the goals outlined in OneNYC to make New York City the most sustainable large city in the world; achieve carbon neutrality; achieve Zero Waste to landfill by 2030; and improve New York City's air quality. MOS promotes the integration of sustainability goals and practices into the work of City agencies and the lives of New Yorkers.

### **About the Role:**

One of the most valuable assets the city has in reaching our 80 x 50 goal is our residents. The everyday choices New Yorkers make, like whether to weatherize, drive, take public transit, recycle, or adjust their thermostat, add up—and fast. Through voluntary action, the city's residents can drive significant reductions in greenhouse gas emissions. GreeNYC is dedicated to engaging New Yorkers in adopting these high-impact actions.

GreeNYC is a sophisticated marketing and data-driven program that aims to change the behaviors and thought processes of New Yorkers over time through strategic, multi-media education campaigns, events and partnerships. With a strong, recognizable brand, initiatives have included encouraging residents to stop car engine idling, using air conditioners more efficiently in summer months, using energy efficient lighting, drinking tap water, biking to work, reducing paper consumption by opting out of unwanted catalogs and increasing the use of reusable bottles, mugs and shopping bags. GreeNYC uses a multi-disciplinary approach, combining marketing, behavioral research, climate psychology and behavioral economics to engage residents to change behavior to reduce GHG emissions from the city's largest emitting sectors-buildings, energy supply, transportation, waste-and other environmental topics. It measures environmental impacts of campaigns in addition to more traditional measures of engagement, and relies on thriving partnerships with corporate partners, non-governmental institutions, and a diverse range of small businesses to achieve its goals.

Responsibilities include but are not limited to:

- Assist with the implementation and expansion of GreenNYC's public education campaigns and outreach, including in-person and online;
- Analysis to assess the impact of the Bring It campaign;
- Act as a liaison between MOS, the NYC Department of Sanitation, the NYC Department of Education, other City agencies, and external stakeholder groups;
- Provide overall support and management of day-to-day GreenNYC activities.

The intern will provide critical support to GreenNYC while working in a critical program for the office. The Intern's efforts will have a significant influence in GreenNYC campaigns and sustainability education in New York City.

**Qualifications:**

The successful applicant will likely have one or more of the following academic or professional experiences: environmental policy, environmental science, economics, marketing, finance, public policy and/or administration, urban studies or urban planning, political science, energy policy, waste policy, data analysis, urban science and informatics, and/or engineering.

Applicants must have overall ability in research, analysis, advocacy, organizing, and liaising, and work with significant attention to detail.

An ideal candidate will have a strong interest in sustainability, environmental education, public policy, legislation, local government, and using analysis to influence policy and operations.

**Salary:**

Undergraduate College Students:       \$15.75 per hour

Graduate Students:                         \$17 per hour

**To Apply:**

Click on [Internship Candidate Application](#) and submit an application, resume, cover letter and essay.

**New York City Residency Is Required Within 90 Days Of Appointment**  
**The City Of New York And The Office Of The Mayor Are Equal Opportunity Employers**