

Hudson Square Business Improvement District
Summer Intern 2026 – Digital Marketing and Communications
Compensation: \$20/hour
Dates: Mid-May – Mid-August (flexible depending on academic schedule)
In Person, 3-4 days weekly

About the BID

The Hudson Square Business Improvement District (HSBID) is a New York City not-for-profit organization that works to enhance the quality of life for people who live, work, and visit the Hudson Square neighborhood. The BID advances a socially, environmentally, and economically sustainable community through public realm improvements, sustainability initiatives, and community engagement.

Hudson Square is nestled among the densely populated neighborhoods of Soho, the West Village, and Tribeca, and has become NYC's creative and tech hub, home to companies spanning media, communications, advertising, design, and technology. Some of the companies that call Hudson Square home include Google, Edelman, Glossier, Horizon Media, New York Public Radio, Wieden + Kennedy, Squarespace, Supreme, Warby Parker, and the Walt Disney Company.

About you

You are a motivated and detail-oriented student with an interest in communications and marketing, and have a digital-first mindset. You stay on top of social media current trends, enjoy storytelling, and are excited to translate ideas into engaging content. Collaborative, proactive, and eager to work with a small but mighty team. You are not shy about speaking up, participating in outreach, or engaging with the public.

This is an **in-person** role based in Lower Manhattan, with a minimum of three days per week in the office.

Key Roles & Responsibilities

The Digital Marketing and Communications Intern will support strategic initiatives to enhance the BID's online presence and strengthen engagement with local retailers and audiences. This role is project-based, with ownership over a few key summer initiatives:

General Responsibilities

- Work collaboratively with the communications team to ensure alignment with overall BID messaging
- Maintain organized tracking of outreach, content, and timelines
- Assist with additional digital communications tasks as needed
- Present progress updates and final project outcomes
- Collect footage and still shots that can be used for digital content at a later time
- Be **proactive**, **creative**, take **initiative**, and be a **team player**

Work on the following specific projects for the end of the season:

Micro-Influencer Strategy & Launch

- Research and identify relevant micro-influencers (2K-10K followers) aligned with the neighborhood's brand, audience, and retail mix
- Develop a micro-influencer engagement plan, including:
 - o Target influencer profiles and selection criteria
 - o Outreach strategy and messaging
 - o Proposed content formats (e.g., reels, stories, events, partnerships)
 - o Budget considerations (if applicable)
 - o Compile and present recommendations for internal review and approval
 - o Create a deck for micro-influencers
 - o Conduct outreach and manage communication with selected influencers
 - o Coordinate content creation timelines to align with fall programming and the annual meeting
 - o Track commitments and ensure deliverables are executed
 - o Provide a summary report with results, insights, and recommendations

Neighborhood video series: Position Hudson Square as NYC's Tech & creative Hub

- Research and develop compelling video concepts that highlight Hudson Square's identity as a leading tech and creative district
- Explore themes such as:
 - "Did You Know?" facts about companies, history, and innovation in Hudson Square
 - Comparisons between Hudson Square and other NYC neighborhoods (e.g., SoHo, Tribeca, Meatpacking), clarifying what makes Hudson Square distinct
 - Spotlighting local businesses, creative talent, and workplace culture
 - "Day in the Life" or behind-the-scenes perspectives from people working in the neighborhood
- Develop storyboards and scripts for each video concept
- Create a content production plan, including shot lists, locations, and timelines
- Capture video and photo content on-site throughout the neighborhood
- Edit and produce 2–3 cohesive video series (each with multiple short-form videos) for fall release
- Coordinate internal review and revisions

Fall programming preparation and content coordination

- Support planning and preparation for 8 weeks of programming in one of our new plazas beginning after Labor Day
- Develop and maintain a centralized timeline and checklist to ensure all programming elements are accountable and on track

Artist + Musician coordination

- Gather and organize materials for all participating musicians, including bios, headshots, and short descriptions
- Edit and standardize content to be used on the website, IG, and in newsletters
- Create promotional content packages

Retailer participation and tracking

- Build and manage tracking sheets for participating retailers
- Conduct outreach to collect key materials, including logos, brief description of their business, POC info, and draft short text

- Update the Business Directory

Arts + Crafts programming

- Create a master list of crafts programs and materials
- Draft descriptions to be used on the website and IG
- Compile a summary of materials to be purchased, costs, vendors
- Purchase necessary supplies for programming and store it methodically

Update website events from local businesses and cultural organizations

- Monitor and compile a list of current events in the neighborhood and add them to our website

Brand asset map

- Develop and maintain an accurate, up-to-date map of branded street elements across the neighborhood, including banners, trash bins, and light poles
- Document locations, messaging, and design variations for each asset
- Create a system that is easy to update as assets are refreshed or replaced
- Organize information in a clear, user-friendly format for internal use and future planning