

GLOBAL TRAINING PROGRAMME

FORM 1 APPLICATION FORM: GLOBAL TRAININGPROGRAMME

REFERENCIA: EHU28


CORPORATIVE INFORMATION			
Name of the company		NYC Salt	
Contact Person		Alicia Hansen	Email: <input type="text"/>
Location	Country	United States of America	
	City	New York City	
	Address	127 West 26th Street, Suite 1201 - New York, NY 10001	
Sector		Nonprofit / Arts, Photography, Education	
PROPOSED INTERNSHIP INFORMATION			
Number of trainees to host (in case you want more than 1 trainee, indicate the different departments where they will work)		2	
Extension time (extra months and salary) OPTIONAL <u>SEE DOCUMENT:</u> <i>"FORM 2_Global Training 2023 extension preliminary agreement"</i>	Extra months	If, at the end of the first 6 months, the company and the intern wish to extend the stay, the company offers the possibility of extending the stay for up to 6 more months.	
	Monthly payment for extra months (between 0-1600€/month)	At the end of the first 6 months, the company offers the possibility of extending the stay for several months with the following monthly payment (as of today): \$1,600	
INTERNSHIP/PLACEMENT INFORMATION			
Department		<u>Intern 1:</u> Department of Communication, Design and Marketing <u>Intern 2:</u> Department of Arts, Photography and Education	
Description of project/activities		<u>Intern 1:</u> Expected to work for NYC Salt 40 hours a week <ul style="list-style-type: none"> • Assist in the creation and development of events such as Brand Partnerships Exhibitions, Fundraising Campaigns, Print sales, Conferences, and Photowalks, among others • Brand Partnership Building, Development and Outreach with existing relationships and new brands • Create, Design and execute a content calendar strategy for all social media platforms with NYC Salt Presence • Design assets for Social Media and Website Maintenance • Strategy, Creation and Design of templates for CRM (Newsletters, Direct communication, among others) <u>Intern 2:</u> Expected to work for NYC Salt 40 hours a week <ul style="list-style-type: none"> • Make a presentation of your artistic work for the different NYC Salt classes. • Give photography workshops and classes. • Assist teachers in photography classes. 	

	<ul style="list-style-type: none"> • Carry out mentoring tasks with students. • Develop an artistic project, which will be exhibited at the end of the residency. The exhibition's production's criteria and details will be agreed upon between NYC Salt and the selected candidate. 		
COMPETENCIES, SKILLS and EXPERIENCE REQUIREMENTS			
<p>Requested profile(s) information (Studies, previous experience, language skills, other skills...)</p>	<p>Studies</p>	<p>Intern 1:</p> <p>Studies:</p> <ul style="list-style-type: none"> •Advertising •Audiovisual communication •Journalism, Marketing, •Creation and design •Arts <p>Skills:</p> <ul style="list-style-type: none"> •Adobe Creative Suite •Apple System •RRSS •Canva •Newsletter •Interpersonal skills, as well as Oral and written communication. <p>Previous experience: Any previous experience related to the activities that will be carried out at NYC Salt, such as marketing, event creation, communication, and design.</p> <p>Intern 2:</p> <p>Studies:</p> <ul style="list-style-type: none"> •Fine Arts •Artistic education •Audiovisual communication •Art history <p>Skills:</p> <ul style="list-style-type: none"> •Development of artistic projects (creation), •Knowledge of different digital photographic systems •File management and editing software (Photoshop and Lightroom) •Lighting •Interpersonal, pedagogical, and class dynamisation skills, as well as oral and written communication. <p>Previous experience: Any previous experience related to the activities that will be developed at NYC Salt, linked to the development of a personal artistic project and teaching photography.</p>	
		<p>Language skills</p>	<p>English (advanced: written and spoken)</p>
		<p>Other <i>(professional experience, software, other skills...)</i></p>	<ul style="list-style-type: none"> •Great soft skills •Reliable and responsible •Comfortable in dealing with different groups of people, from Artists to Marketing Department executives at small and big brands

		<ul style="list-style-type: none"> • Comfortable in dealing with Art Galleries and Art Foundations teams and systems • Grant writing is a plus!
Other commentaries		

COMPANY/INSTITUTION	SIGNATURE	DATE
REPRESENTATIVE : Alicia Hansen		16th May, 2024

INFORMATION ABOUT THE COMPANY/INSTITUTION

<p>LOGO</p>	
<p>WEBSITE</p>	<p>https://www.nycsalt.org/home</p>
<p>INFORMATION ABOUT THE CITY AND THE AREA WHERE THE COMPANY/ISTITUTION IS LOCATED</p> <p>(General information about SECURITY, ACCOMODATION, PUBLIC TRANSPORT...)</p>	<p>New York is a city of continuous enthusiasm. Here, you can always find a powerful cultural offer and experience the city 24 hours a day.</p> <p>The NYC Salt office is located in the heart of New York City, specifically in the Chelsea neighbourhood (127 West 26th St). Restaurants, supermarkets, art galleries and different shops surround the area. Our students, between 15 and 17 years old, move easily through the neighbourhood and have no problems when they leave class at 7 in the afternoon; it is a very safe area in the city. We are a 5-10 minute walk from iconic places in the city, such as the Flatiron or the Empire State Building, and 20 minutes from the main building of the New York Library.</p> <p>The Subway (public transport) is essential for city transport. Within a 5-minute walk from the office, we have more than 5 subway lines that connect with different areas of the city, Queens, and Brooklyn. As for accommodation, there are many options. For a short stay, you can exchange apartments, and there are many room 'sublets' to rent a room in a shared apartment. At NYC Salt, we will do our best to provide the necessary information for the apartment search.</p>
<p>GENERAL INFORMATION ABOUT THE COMPANY/INSTITUTION</p>	<p>NYC Salt is a non-profit organisation founded in 2008 by Alicia Hansen. It arose from a photography program that Alicia Hansen did after school in Washington Heights. The organisation's primary work is to teach photography classes and create a community for high school students from families without resources. In addition to participating in the photography program, which is entirely free and where students are given photographic equipment and a hard drive throughout the year, Salt also offers the possibility of taking the College Prep Program. CPP is another free program focusing on mentoring and preparing for admission and grant applications to universities in the United States. This process is very tedious and complicated, and in many cases, our students are the first generation to go to University.</p> <p>NYC Salt's mission is to engage, inspire, and empower youth from underserved, predominantly immigrant communities in New York City to reach their full potential and develop a sense of agency, belonging, and integrated identity through the lens of a camera. We achieve this through multi-year, sequential visual arts instruction taught by creative professionals combined with individualised mentoring, college guidance, career exploration, employment opportunities and vocational training.</p>

SIZE OF THE COMPANY (EMPLOYEES)	9 but with the idea of expanding by 2023-2024
NUMBER OF PEOPLE AT THE DEPARTMENT WHERE THE TRAINEESHIP WILL TAKE PLAKE	4
MAIN ACTIVITY OF THE COMPANY/INSTITUTION	Development of the creative community and photography classes for high school students with an emphasis on the preparation for college and careers in the creative industry. We visit local gallery exhibitions, art institutions, and work in partnership for exhibitions with top brands.
A BRIEF EXPLANATION OF MAIN PROJECTS	<p> NYC Salt is a nonprofit photography programme for high school students in New York City. We work from a professional studio space that we rent in Chelsea. It is on the top floor of a loft building and has a cool rooftop. It is a big open space with a workspace and a computer lab and large photo studio. </p> <p> Apart from the Photography Programme itself, which lasts 2 to 4 years, NYC Salt promotes student exhibitions at the end of each school year. The students can show their work and invite family and friends to come and see their achievements. Some of the most celebrated Art Foundations in the country are invited to see their work, as well as prominent artists from many art fields. </p> <p> We also have Critique Nights, where the students have their work reviewed by prominent photographers and advertising creative directors at the end of every school year. </p> <p> We collaborate with famous brands such as Moleskine and Estee Lauder (Bobbi Brown & La Mer), where alums and students exhibit their work or do internships to learn from the best in the creative industry in the US. </p>
PREVIOUS COLLABORATION IN INTERNSHIP/TRAINING PROGRAMMES?	<p> In 2024, commencing from February to February 2025, we've had the honour of hosting Xavier Achurra, a distinguished participant from our program, whose expertise and dedication have proven instrumental in elevating our marketing endeavours and bolstering our organisation's growth. With a keen insight into brand partnerships and a strategic approach to enhancing our online presence, Xavier has seamlessly integrated into our team, bringing forth innovative ideas and executing effective strategies that have garnered tangible results. His invaluable contributions have not only enhanced our brand's visibility but have also fostered meaningful connections within our industry. As we reflect on the impact of his involvement, we're grateful for Xavier's unwavering commitment and the transformative influence he continues to exert on our marketing department and organisation as a whole. </p>
OTHER COMMENTARIES	