

**CITY OF NEW YORK
NEW YORK CITY DEPARTMENT FOR THE AGING**

CITYWIDE VACANCY NOTICE

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| Civil Service Title: | <u>Administrative Public Information Specialist (M-I)</u> | Salary: | <u>\$53,051 – 145,991* \$57,210 – 145,991**</u> |
| Title Code: | <u>10033</u> | Number of Positions: | <u>1</u> |
| Office Title: | <u>Director, Public Affairs</u> | Work Location: | <u>2 Lafayette Street, NYC</u> |
| Division/Work Unit: | <u>External Affairs/Public Affairs</u> | | |

Job Description:

The Department for the Aging’s Office of Public Affairs oversees the agency’s communication efforts, in addition to managing a publications and outreach teams. The Office of Public Affairs includes press, website and social media operations, as well as speechwriting and internal communications. Under the supervision of the Deputy Commissioner for External Affairs, the Director of Public Affairs is responsible for serving as spokesperson and planning and securing local and national media coverage for the agency through the generation of press releases, story pitches and social media posts, as well as through close working relationships with the press corps.

- Act as the Department’s spokesperson; respond to press inquiries and actively work to place stories on DFTA programs in various media; conduct promotions campaigns and produce/place radio and TV public service announcements as appropriate.
- Conceptualize, recommend and implement comprehensive media outreach strategies for Department programs, supervise Public Affairs staff in communicating and promoting agency programs for services for seniors and their families.
- Oversee all social media for agency.
- Serve as liaison to the Mayor’s Office, Mayor’s Press Office, Mayor’s Office of Special Events, and other City Agency Press Offices.
- Coordinate press conferences, briefings and events.
- Write press releases, OpEds, media statements, letters to editor, and media alerts as needed.
- Assist in crisis communications response.
- Write and/or edit, produce and distribute DFTA publications including the newsletters, brochures and advertising.
- Supervise publications and outreach teams.
- Serve in a sensitive position of trust as representative for the Agency.

***Non-City rate.**

****City incumbent rate.**

Minimum Qualifications:

1. A Baccalaureate degree from an accredited college with 24 credits in English, journalism or public relations, plus five (5) years of full-time paid experience in public relations, journalism or advertising, including two (2) years in an administrative, supervisory or consultative capacity; or
2. A combination of education and/or experience which is equivalent to "1" above. Graduate study in English, journalism, or public relations may be substituted for up to one year of required experience. However, all candidates must have at least two (2) years of administrative, supervisory, or consultative experience in public relations, journalism or advertising.

Preferred Skills:

- ◆ Strategic thinker with great judgment.
- ◆ Excellent writer and team player.
- ◆ Ability to work quickly to meet the demands of a 24-hour news cycle, including working flexible hours.
- ◆ Ability to deal with multiple and changing demands in a fast-paced political environment.
- ◆ Prior professional experience in aging-related field and/or government a plus.

NOTE: NEW YORK CITY RESIDENCY IS REQUIRED WITHIN 90 DAYS OF APPOINTMENT.

TO APPLY

All current City Employees may apply by going to Employee Self Service (ESS) <http://cityshare.nycnet/ess>
Click on Recruiting Activities/Careers and Search for Job ID #227521

All other applicants, please go to www.nyc.gov/careers/search and search for Job ID#227521

Please do not email, mail or fax your resume to DFTA directly.

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| Posting Date: January 11, 2016 | Post Until: Filled | Posting No. 125-16-17 CW |
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WE ARE AN EQUAL OPPORTUNITY EMPLOYER