

CIVIL SERVICE TITLE: Administrative Public Information Specialist, M2	TITLE CODE NO.: 10033-M2
OFFICE TITLE: Chief Public Information Officer	SALARY: \$59,032 to \$146,276 (\$54,740 with less than 2 years of City service)
DIVISION/WORK UNIT: External Relations	WORK LOCATION: 156 William Street, New York, NY 10038
HOURS 35 hours per week	NUMBER OF POSITIONS: 1

JOB DESCRIPTION

The New York City Department of Youth and Community Development (DYCD) supports youth and community services through contracts with a broad network of community-based organizations throughout New York City. DYCD is seeking to hire a Chief Public Information Officer, reporting directly to the Commissioner, who will develop, establish and maintain a communications and media strategy using a wide array of print and other media to promote both new and existing Departmental programs.

Specifically, the Chief Public Information Officer will:

- Develop and maintain a communications, media and public information strategy as well as good working relationships with external media, to ensure DYCD programs and initiatives are promoted,
- Work closely with staff at all levels to ensure that program materials are developed that promote access by target populations and in targeted communities,
- Advise the Commissioner and other Executive Cabinet members in the preparation of interviews and press releases and work closely with the Mayor's Press Office,
- Coordinate responses to press inquiries,
- Provide background and information to staff on the DYCD communications strategies to ensure a consistent and uniform message throughout the Agency,
- Write talking points and correspondence on behalf of the Commissioner, as well as briefing documents, report content and other Agency materials,
- Serve in an advisory role to the Office of External Relations,
- Oversee operation of Youth Connect, DYCD's resource and referral service for youth, families and community based organizations. Utilizing a toll-free and confidential hotline, as well as web-based strategies, Youth Connect's mission is to increase information and access to NYC's opportunities for young people.
- Coordinate content on the DYCD website,
- Serve in a sensitive position of trust as representative for the Agency, and
- Perform other related duties incidental to the work described herein.

PREFERRED SKILLS:

- Strong communication, writing skills and background
- Demonstrated leadership, organizational and management skills
- Knowledge of the goals, objectives, structure, operations, policies and procedures of DYCD
- Familiarity with the nonprofit sector, human services programming, and the foundation community
- Ability to perform complex tasks and prioritize multiple projects
- Exceptional interpersonal skills and the ability to interact effectively with Administration leadership
- Strong analytical and critical thinking skills and the ability to analyze, summarize, and effectively present information
- Working knowledge of technology and social media tools
- Familiarity with service provider and constituent issues
- Established relationships with the press, with a particular focus on community and ethnic press

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.

**APPOINTMENTS ARE SUBJECT TO OFFICE OF MANAGEMENT AND BUDGET (OMB) APPROVAL
NYC RESIDENCY IS REQUIRED WITHIN 90 DAYS OF APPOINTMENT**

TO APPLY, PLEASE SUBMIT RESUME AND COVER LETTER (**INCLUDE JVN #**) TO:

Attn: Recruitment Unit
NYC Department of Youth and Community Development, Office of Human Resources
156 William Street, 3rd Floor
New York, New York 10038
Or e-mail Opportunities@dycd.nyc.gov
Visit www.nyc.gov/dycd

SUBMISSION OF APPLICATION IS NOT A GUARANTEE THAT YOU WILL RECEIVE AN INTERVIEW

POST DATE: 11/17/2011

POST UNTIL: Filled

JVN #: 261-12-009