

## **FULL TIME POSITION:**

### **Content Manager**

### **Program Management Office**

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#### **Job Description:**

The City of New York seeks a highly skilled Content Manager to develop and maintain content to support NYC Business and Small Business First – a Citywide initiative that is changing the way the City of New York interacts with small business owners. The goal of this effort is to shift the administrative regulatory burden from businesses to the City – thereby enabling businesses’ growth and fostering greater regulatory compliance. A primary focus of the initiative is to provide a more cohesive online experience that offers greater clarity, consistency, speed, simplicity and transparency in enabling businesses to meet the City’s permitting, licensing and other regulatory requirements.

The Content Manager will be integral to the success of the Small Business First Initiative as part of the team that manages, enhances and maintains NYC Business, a one-stop online portal where businesses can apply for permits, licenses, and incentives, make payments, find ways to reduce costs and receive technical assistance. The team is leading a concerted effort to ensure that NYC Business content on NYC.gov is as cohesive, intuitive and user-friendly as possible – and that all content is accurate, up-to-date and complete.

The Content Manager responsibilities will include:

- Coordinate with Agency partners to identify new content requirements and develop appropriate timelines to publish new content to the NYC Business website
- Coordinate with Technology partners to maintain the Citywide Content Management System and deploy content changes
- Research business regulatory requirements on Agency websites and through discussions with Subject Matter Experts
- Review content prior to publishing to ensure the information accurately follows business rules, identify discrepancies and update website logic and business rules accordingly, and ensure that content is complete and presented in a consistent voice
- Develop and maintain printed materials such as checklist or guides for distribution on the NYC Business website. Design the organization of visual elements to increase usability of printed materials
- Ensure that web content is searchable and relevant for business customers to get information quickly and efficiently
- Assist in the development, collection, analysis and reporting on the health of the content on the website and incorporate user feedback into content improvements
- Synthesize and document NYC Business related processes to create and update training materials and conduct Content Management training sessions

#### **Preferred Skills:**

- Strong writing, editing and verbal communication skills
- Ability to work well in a team environment
- Excellent organizational and time management skills
- Experience or aptitude for marketing and / or design
- Strong and demonstrable analytic and research skills
- Ability to describe complex processes in a manner that is easy to understand
- Excellent MS Office skills: MS Word, MS Excel, MS PowerPoint, MS Access and MS Outlook



- Experience working with content management software, such as TeamSite
- Experience with content management, QA testing, or web development
- Familiarity with Adobe Creative Suite particularly Adobe Illustrator
- Familiarity with HTML
- Familiarity with City, State, and Federal Agencies and regulatory entities, with emphasis on their regulatory roles vis-à-vis business formation, operation, physical plant development, contracting, taxation and financing
- Entrepreneurial or small business experience
- Experience with the development of transactional websites / systems

### **Qualifications:**

1. A masters degree from an accredited college with a major in business administration, public administration, urban planning, economics, urban affairs, marketing research, finance, or political science; or
  2. A baccalaureate degree from an accredited college and one year of full-time satisfactory experience in one or more of the following:
    - a. business development, retention, expansion and relocation or assisting businesses in accessing public and private services and programs including workforce development; or
    - b. analysis of business records and documents to determine eligibility of businesses for programs and services; or
    - c. economic, market or site research and analysis for business and neighborhood development; or
    - d. facilitation and promotion of the film industry through the processing of various permits, marketing techniques and incentive programs.
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### **How to Apply:**

To apply for this position, please email your resume and cover letter including the following subject line: **Content Manager** to: [careers@sbs.nyc.gov](mailto:careers@sbs.nyc.gov).

### **ALSO:**

**For Non-City/External Candidates:** Visit the [External Applicant NYC Careers site](#) and apply for this position by entering **Job ID: 226643**

**For Current City Employees:** Visit [Employee Self-Service \(ESS\)](#) to view and apply for available positions. Click on Recruiting Activities > Careers, and search for the specific **Job ID: 226643**

**Salary range for this position is: \$55,000 - \$60,000 per year**

**NOTE:** Only those candidates under consideration will be contacted.

**NYC residency is required within 90 days of appointment (does not apply to all positions)**

If you do not have access to email, mail your cover letter & resume to:  
NYC Department of Small Business Services  
Human Resources Unit  
110 William Street  
New York, New York 10038

**The Department of Small Business Services and the City of New York is an equal opportunity employer. Auxiliary aids and services are available upon request to individuals with disabilities.**