

MANHATTAN BOROUGH PRESIDENT'S OFFICE

Office Title: Digital Communications Specialist	Civil Service Title: Community Coordinator
Division/Work Unit: Communications	Proposed Salary Range : \$50,362-\$55,000
Work Location: One Centre Street, NY, NY	Work Hours: 9:00 AM-5:00 PM (must be flexible)

JOB DESCRIPTION

Manhattan Borough President Gale A. Brewer seeks an experienced Digital Communications Specialist to be part of her energetic, collaborative communications team.

The person in this role is responsible for overseeing the Borough President's digital presence—on social media and on the web—and works to ensure that our substantive work is communicated to stakeholders (in and out of government) and also those who live, work, or visit Manhattan. The Digital Communications Specialist reports to the Director of Communications, and works closely with the Communications Director, Press Secretary, and the office's staff at large to execute overall strategy.

Candidates should be self-starters with experience working in fast-paced environments and should be fluent in current social media and web tools, as well as keeping an eye on evolving digital trends. Strong written, verbal and visual communications skills are essential. An understanding of government—especially New York City and its diverse communities — is a huge plus.

Major responsibilities of this position will include, but are not limited to:

- Grow the Borough President's web presence through execution of a metrics-driven strategy and a strong online voice.
- Write, manage and post all digital content across channels including (but not limited to) website, email blasts, Twitter, Facebook, Instagram, YouTube, and Flickr.
- Facilitate online community engagement (respond to constituent issues, answer questions, connect organizations and individuals to the appropriate MBPO staff), ensuring transparency and two-way communication between the office and the public.
- Liaise with office's Events and Community Affairs teams to promote upcoming events and engagements, targeting appropriate constituents.
- "Speak social" to those with less experience in social media realm—i.e., a strong ability and desire to teach others how these outreach tools can be used.
- Stay up-to-date with the latest developments in digital media technology and online activism.

Minimum Qualifications

1. A baccalaureate degree from an accredited college and two years of experience in community work or community centered activities in an area related to the duties described above; or
2. High school graduation or equivalent and six years of experience in community work or community centered activities in an area related to the duties as described above; or
3. Education and/or experience which is equivalent to "1" or "2" above. However, all candidates must have at least one year of experience as described in "1" above.

Preferred Knowledge, Skills and Abilities

- 2+ years of relevant work experience desirable; and a demonstrated record of leading successful online media projects, including but not limited to social media campaigns, website management and producing written/visual content for online use.
- Bachelor's degree required.
- Strong writing skills and good editorial judgment.
- Demonstrable experience with audio, video and graphics production software, including knowledge of Adobe Creative Cloud.
- Experience with website production, including major back-end content management systems (CMS) and CSS/html.
- Experience or knowledge of how to represent a government entity through digital media with dignity, professionalism and humor.
- Superior project management skills—multitasking is essential—with a demonstrated-outcomes orientation and the ability to work in a fast-paced, dynamic environment.
- Flexibility to accommodate irregular and sometimes long work hours. Occasional evenings/weekends.

To Apply

Interested candidates should apply by doing the following steps:

1. Email a cover letter and resume in a word or PDF document to: resumes@manhattanbp.nyc.gov with “**Digital Communications Specialist**” in the subject line **AND**
2. Apply for position on the NYC Careers website click, <https://a127-jobs.nyc.gov> and search for Job ID# 268926.

The Office of the Manhattan Borough President is committed to a diverse workforce, and we seek diversity among applicants for this position. People of color, women, gay/lesbian/bisexual/transgender people, people with disabilities, and veterans are encouraged to apply.

New York City residency is required within 90 days of appointment. However, City employees in certain titles who have worked for the City for two (2) continuous years may also be eligible to reside in Nassau, Suffolk, Putnam, Westchester, Rockland, or Orange County.

Only candidates being considered will be contacted

The City of New York is an Equal Employment Opportunity Employer