

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

**CITYWIDE VACANCY NOTICE**

Civil Service Title:	Administrative Program Officer (M-I)	Salary:	\$63,301 - \$75,000
Title Code:	10084	Number of Positions:	1
Office Title:	Deputy Director, Press & Public Information	Work Location:	2 Lafayette Street, NYC
Division/Work Unit:	Office of the Chief of Staff/Press & Public Information		

**Job Description:**

New York City is home to approximately 1.64 million older adults, and the Department for the Aging (DFTA) is committed to helping them age in their homes and communities. The mission of DFTA is to eliminate ageism and ensure the dignity and quality of life of diverse older adults. DFTA also works to support caregivers through service, advocacy, and education.

DFTA seeks a dynamic, motivated, and detail-oriented individual to serve as the Deputy Director of Press and Public Information, reporting to the Director of Press and Public Information. The Press and Public Information unit promotes the agency's services and priorities in the community through media relations. The unit oversees:

- The preparation of agency officials for interviews and speeches, and drafting press releases, op-eds, talking points, and briefing documents.
- The Press and Public Information team works closely with reporters and the City Hall press office to advance the agency's priorities through media exposure.

The ideal person for the Deputy Director position will help execute DFTA's short- and long-term communications and marketing needs, including the work of DFTA's Press Office, Government Affairs, and AgingConnect. Responsibilities include but are not limited to the following:

- Creating and posting videos, photos and posts to social media and analyzing the performance of content.
- Writing content for agency website and intranet.
- Performing research.
- Assisting in the development of media campaigns and PSAs.
- Tracking relevant press coverage, devising response as appropriate, and determining whether a larger public response/strategy is warranted.
- Creating agency marketing materials (brochures, palm cards, etc.).
- Writing press releases and media advisories.
- Promoting agency accomplishments through targeted media pitching, events and other creative strategies.
- Formulating responses to media inquiries and obtaining approval.
- Interacting with and responding to reporters' requests in a positive and timely manner.
- Preparing agency officials for media interviews and roundtables.
- Organizing press events and press conferences.
- Writing speeches, fact sheets, briefings, and talking points as needed for Commissioner and executive staff.
- Working collaboratively with Government Affairs team to maintain knowledge of legislations and bills, responding as appropriate.
- Working with Aging Connect to maintain knowledge of community and public opinion regarding DFTA and its services, responding as appropriate.

**Minimum Qualifications:**

1. Graduation from an accredited college with a baccalaureate degree and five (5) years of full-time, professional experience in social services, community relations, public administration or management, of which at least one year must have been in the field of aging, and of which at least one and one-half years must have been in an administrative or managerial capacity; or,
2. Education and experience equivalent to "1" above. However, all candidates must have one year of experience in the field of aging and one and one-half years of experience in an administrative or managerial capacity.

**Preferred Skills:**

- 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.
- Graduate study in English, journalism, or public relations.
- 2 years in an administrative, supervisory or consultative capacity.
- Excellent writing and communication skills, public relations experience, rapid response experience with press.
- Organized and detail-oriented, able to manage multiple projects and meet deadlines.
- Proficient in MS office, able to work independently and as part of a team, strong research and proofreading skills.
- Social media experience preferred, photography and video skills preferred, graphic design skills preferred.
- The right candidate will have a succinct writing style, will know digital, be an excellent researcher.
- Be able to work on multiple projects and meet deadlines.

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

**TO APPLY**

Please be sure to submit a resume & cover letter when applying.

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 #446903

All other applicants, please go to [www.nyc.gov/careers/search](http://www.nyc.gov/careers/search) and search for Job ID#446903

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

Posting Date: February 4, 2021	Post Until: Filled	JVN No. 125-21-05 CW
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**WE ARE AN EQUAL OPPORTUNITY EMPLOYER**

**Note: This position is open to qualified persons with a disability who are eligible for the 55-a Program.**