

**MANHATTAN BOROUGH PRESIDENT’S OFFICE
CITYWIDE JOB VACANCY NOTICE**

Civil Service Title: Community Coordinator	Salary: \$60,000 - \$65,000 (Annual)
Office Title: Digital Media Specialist	Work Location: One Centre Street New York, NY 10007
Division/Work Unit: Press	Work Hours: 35 Hours per week. Evening and weekend work may be required.

JOB DESCRIPTION

Manhattan Borough President Gale A. Brewer seeks a Digital Media Specialist to be part of her energetic and collaborative Communications team.

The person in this position will work with the rest of the Communications team to oversee the Borough President’s social media profile on Twitter, Facebook, and Instagram. This person will help drive our policy agenda in other digital venues as well, including website posts, online video, email newsletters, and paid Facebook ads/boosted posts.

This is a great spot for someone who has written for and managed social media accounts for a political campaign or a nonprofit organization or, of course, an elected official or government agency. Knowledge of New York City governmental and multi-cultural infrastructure will help you get up to speed quickly; fearlessness in using new digital tools super-helpful.

Candidates should be a multi-tasker with experience working in fast-paced, data-driven environments.

The Digital Media Specialist will report to the Communications Director, and will work closely with the Press Secretary, Speechwriter, the office’s Community Affairs staff, and the B.P. herself to help conceive and execute overall communications goals.

Demonstrable experience with as many of the following tasks as possible:

- Planning, writing and executing daily social media schedule each week (along with daily ad-hoc postings)
- Track social media feeds in NYC government/nonprofit/tech communities
- Maintain email blast lists and draft/execute regular email blasts (using Mailchimp)
- Regularly update and maintain office’s .gov website (using Wordpress)
- Assist with special events as needed (occasional nights and weekends with comp time)
- Help manage the live webcasting of monthly meetings using Livestream technology
- Working knowledge of government/education/nonprofit ecosystems-- preferably in NYC
- Digital analytics and A/B testing a big plus
- Collaborate and multitask with good humor
- Serve as a digital media resource for the office
- Spanish or Chinese language literacy an asset

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 office work experience as described in "1" above.

PREFERRED QUALIFICATIONS

- Approximately two years of relevant work experience desirable; a demonstrated record of leading successful digital projects essential;
- Bachelor's degree required;
- Strong writing skill helpful and good editorial judgment absolutely necessary;
- Experience or knowledge of how to represent a government entity through digital media;
- Superior project- and time-management skills with a results orientation; ability to work in a fast-paced, dynamic environment; and
- Flexibility to accommodate irregular and sometimes long work hours.

Please send a cover letter, resume, and two writing samples (one 2-4 pages and one shorter), social media handles of accounts you have been largely responsible for, any other digital assets you'd like to share.

Software/App tags: We are a dual PC and Mac shop. Twitter, Facebook, Instagram, WordPress (and basic html), Adobe Creative Cloud (particularly InDesign, Acrobat Pro, and Premiere) MailChimp, CiviCRM, Google Analytics, Facebook Audiences, Eventbrite, Flickr, and Livestream. We are a dual PC and Mac shop.

TO APPLY

Interested candidates must do the following steps:

1. Email a cover letter, resume, and two writing samples (each no longer than 2 pages) in a single PDF document to resumes@manhattanbp.nyc.gov with **"Digital Media Specialist"** in the subject line
2. **Non-City Employees:** Apply to position on the NYC Careers website click, <https://a127-jobs.nyc.gov> and search for **Job ID#430169**

City Employees: Apply via Employee Self-Service (ESS). Click on recruiting Activities>Careers and search for **Job ID#430169**

Submission of a resume is not a guarantee that you will receive an interview. Only those candidates under consideration will be contacted.

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.

The City of New York is an Equal Employment Opportunity Employer