

**City of New York  
CONSUMER AFFAIRS  
Job Vacancy Notice**

<b>Civil Service Title:</b> ADMINISTRATIVE STAFF ANALYST (NM)	<b>Level:</b> 00
<b>Title Code No:</b> 1002A	<b>Salary:</b> \$54,747- \$80,000
<b>Office Title:</b> Deputy Director for OFE Communications	<b>Work location:</b> 42 Broadway, N.Y.
<b>Division/Work Unit:</b> Office of Financial Empowerment (OFE)	<b>Number of Positions:</b> 1

**Hours/Shift:** 9:00am - 5:00pm

**Job Description**

Reporting to the Department of Consumer Affairs' Associate Commissioner for External Affairs, the Deputy Director for OFE Communications will be responsible for developing and implementing major public awareness campaigns, communications and marketing strategies and outreach strategies for DCA's Office of Financial Empowerment.

Specific Duties will include:

- Coordinate with OFE Executive Director and Deputy Directors on the development of communications strategies aimed at New Yorkers with low incomes.
- Develop strategic partnerships with advertising, marketing and public relations firms to involve them in OFE communications efforts.
- Work with DCA's External Affairs Team to develop wide-scale marketing and outreach materials including brochures, postcards, bus and subway advertisements, among others.
- Develop major media campaign strategies.
- Prepare press releases, speeches, and presentations for OFE. Work with DCA Press Secretary to pitch stories and communicate OFE to media.
- Work with DCA's External Affairs Team on design and implementation of user-friendly OFE website.

**Qualification Requirements**

1. A master's degree from an accredited college in economics, finance, accounting, business or public administration, human resources management, management science, operations research, organizational behavior, industrial psychology, statistics, personnel administration, labor relations, psychology, sociology, human resources development, political science, urban studies or a closely related field, and two years of satisfactory full-time professional experience in one or a combination of the following: working with the budget of a large public or private concern in budget administration, accounting, economic or financial administration, or fiscal or economic research; in management or methods analysis, operations research, organizational research or program evaluation; in personnel or public administration, recruitment, position classification, personnel relations, employee benefits, staff development, employment program planning/administration, labor market research, economic planning, social services program planning/evaluation, or fiscal management; or in a related area. 18 months of this experience must have been in an executive, managerial, administrative or supervisory capacity. Supervision must have included supervising staff performing professional work in the areas described above; or
2. A baccalaureate degree from an accredited college and four years of professional experience in the areas described in "1" above, including the 18 months of executive, managerial, administrative or supervisory experience, as described in "1" above.

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

**Essential Skills**

- Background in marketing, public relations, communications, web design/writing fields
- Strong written and verbal communications skills
- Strong experience writing press releases, web content
- Excellent organizational skills, proven ability to pay attention to details, meet deadlines
- Familiarity with NYC media and NYC government a plus
- Computer literacy and knowledge of internet, web design, etc. preferred

- Knowledge of Microsoft Office Premium (including Word, Excel, Outlook and Access) preferred
- Public speaking experience and ability
- Experience in planning and implementing large scale public awareness campaigns
- Sense of humor necessary
- Fluency in other languages helpful
- Degree in Communications preferred but not required

**To Apply:**

TO APPLY, PLEASE SUBMIT RESUME AND COVER LETTER INDICATING JVN # TO: [Jobs@dca.nyc.gov](mailto:Jobs@dca.nyc.gov)  
(Must e-mail as MS Word only)

OR

Mail to: Human Resources Division  
JVN # 866-10-005826  
New York City Department of Consumer Affairs  
42 Broadway, 8th Floor  
New York, NY 10004

***INCOMPLETE APPLICATIONS WILL NOT BE CONSIDERED.  
NO PHONE CALLS, FAXES, E-MAILS OR PERSONAL INQUIRIES PERMITTED.  
NOTE: ONLY THOSE CANDIDATES UNDER CONSIDERATION WILL BE CONTACTED.***

**Post Date:** 08/07/2009

**Post Until:** Filled

**JVN:** 866-2010-005826

**The City of New York is an Equal Opportunity Employer.**