

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

CITYWIDE VACANCY NOTICE

Civil Service Title:	<u>Administrative Public Information Specialist M-I</u>	Salary:	<u>Commensurate with experience</u>
Title Code:	<u>10033</u>	Number of Positions:	<u>1</u>
Office Title:	<u>Director of Public Affairs</u>	Work Location:	<u>2 Lafayette Street, NYC</u>
Division/Work Unit:	<u>External Affairs/Public Affairs</u>		

Job Description

The Department for the Aging's Office of Public Affairs oversees the agency's communication efforts, in addition to managing publications, an outreach team, and three borough directors. The Office of Public Affairs Office includes press, website, and social media operations, speechwriting, and internal communications. Under the supervision of the Deputy Commissioner for External Affairs, the Director of Public Affairs is responsible for serving as spokesperson, and planning and securing local and national media coverage for the agency through the generation of press releases, story pitches, use of social media, and close working relationships with the press corps.

- ◆ Act as the Departments' spokesperson; respond to press inquiries and actively work to place stories on DFTA programs in various media; conduct promotions campaigns and produce/place radio and TV public service announcements as appropriate.
- ◆ Conceptualize, recommend and implement comprehensive media outreach strategies for Department's programs, supervise Public Affairs staff in communicating and promoting agency programs and services for the elderly and their families.
- ◆ Serve as liaison to the Mayor's Office, Mayor's Press Office, Mayor's Office of Special Events, and other City Agency Press Offices.
- ◆ Coordinate press conferences, briefings and events.
- ◆ Write press releases, OpEds, media statements, letters to editor, and media alerts as needed.
- ◆ Assist in crisis communications response.
- ◆ Write and/or edit, produce and distribute DFTA publications including the newsletters, brochures, books, and outdoor advertising.
- ◆ Supervise publications, outreach, and borough director teams.
- ◆ Serve in a sensitive position of trust as representative for the Agency.

Minimum Qualifications

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; or the equivalent in education and/or experience. Graduate study in English, journalism, or public relations may be substituted for up to one year of required experience. However, all candidates must have at least two (2) years of administrative, supervisory, or consultative experience in public relations, journalism or advertising.

Preferred Skills

- ◆ Strategic thinker with great judgment.
- ◆ Excellent writer and team player.
- ◆ Ability to work quickly to meet the demands of a 24-hour news cycle, including working flexible hours.
- ◆ Ability to deal with multiple and changing demands in a fast-paced political environment.
- ◆ Prior professional experience in aging-related field and/or government a plus.

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

TO APPLY, PLEASE SUBMIT (2) RESUMES INDICATING JVN# TO:

**Department for the Aging (DFTA)
Jeanmarie Weber
Employment Manager, Human Resources
2 Lafayette Street, 9th Floor, New York, NY 10007**

-OR-

E-mail to DFTArecruit@aging.nyc.gov (indicate JVN# in subject line)

Posting Date: **July 12, 2012**

Post Until: **Filled**

Posting No. **125-13-01-CW**

WE ARE AN EQUAL OPPORTUNITY EMPLOYER