

City of New York
DEPARTMENT OF CORRECTION
Job Vacancy Notice

| | |
|---|--|
| Civil Service Title: Associate Public Information Specialist | Level: II |
| Title Code No: 60816 | Salary: \$26.00-\$37.00 Frequency: HOURLY |
| Business Title: Communications and Media Specialist (Part-Time) | Work location: 75-20 Astoria Blvd., East Elmhurst, NY 11370 |
| Division/Work Unit: Public Information | Number of Positions: 2 |
| Job ID: 188224 | Hours/Shift: Day Tour (30 hours per week) |
| <p>Job Description</p> <p>The New York City Department of Correction is seeking to recruit Communications and Media Specialists to provide communications and media support in the Public Information Office. Under executive direction of the Deputy Commissioner for Pubic Information, and with latitude to exercise independent judgment, the incumbents will support the Public Information staff with projects related to creating content to support the departmental media and communication initiatives; handle inquiries from the press; handle a high volume of inquiries from reporters, members of the public, and stakeholders; assist the DCPI with communicating complex, confidential and nuanced issues with clarity and accuracy; compose press releases, advisories, speeches, talking points, related presentations, and information; write and edit content for in-house communication tools including websites, social media platforms, publications and newsletters; effectively communicate with internal and external parties; maintain and expand an extensive list of media contacts; build relationships with reporters and media outlets to ensure accurate coverage of DOC initiatives; plan, execute, and manage social media campaigns; oversee photography and graphic design for social media and intranet posts; analyze performance and report social media growth, engagement, and effectiveness of campaigns to Senior Leadership Team; assist with the development of the DOC web site; plan, maintain and upgrade web services; maintain and integrate social network sites and services with the DOC website; monitor service levels from website hosting providers; ensure appropriate security of all website content and interactions; produce web and printed materials; participate in evaluation of new services and web content; and perform related duties and special projects as required.</p> | |
| <p>Qualification Requirements</p> <p>1. A master’s degree in journalism or public relations from an accredited college; or</p> <p>2. A baccalaureate degree from an accredited college and one year of full-time satisfactory experience in public relations, journalism or advertising; or</p> <p>3. An associate degree or completion of 60 credits from an accredited college and two years of full-time satisfactory experience in public relations, journalism or advertising; or</p> <p>4. Education and/or experience equivalent to "1", "2" or "3" above. However, all candidates must have at least 60 credits from an accredited college.</p> <p>For Assignment Level II</p> <p>To be eligible for placement in Assignment Level II, individuals must have, after meeting the minimum requirements described above for Assignment Level I, at least one additional year of the full-time experience in public relations, journalism, or advertising.</p> | |
| <p>Preferred Skills</p> <p>Strong familiarity with social media channels (Facebook, Twitter, Instagram, Pinterest, YouTube, etc.);</p> <p>Self-directed with the proven ability to take initiative as a problem solver; capable of multi-tasking and handling high-stress crisis communications situations;</p> <p>Possess experience as a journalist or as a communications specialist in handling calls from the press;</p> <p>Strong attention to detail along with exceptional communication and presentation skills;</p> <p>Ability to thrive in a fast-paced, deadline driven, constantly evolving, dynamic environment;</p> <p>Knowledge of available resources and tools in the social media space;</p> <p>Knowledge of marketing and promotional strategies;</p> <p>MS Office proficiency (Word, Excel, PowerPoint, Outlook);</p> <p>Understand and communicate information about sensitive criminal justice issues;</p> <p>Relevant experience in publishing, social media, or marketing communications; social media strategy experience is preferred.</p> | |
| <p>Residency Requirements</p> <p>New York City residency is generally 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.</p> <p>To determine if the residency requirement applies to you, please discuss with the agency representative at the time of interview.</p> | |
| <p>To Apply:</p> <p>For City employees: Go to Employee Self-Service (ESS)-www.nyc.gov/ess. Click on Recruiting Activities > Careers and search for Job ID#:188224.</p> <p>For all other applicants: Go to www.nyc.gov/careers/search and search for Job ID#: 188224</p> <p>Submission of a resume is not a guarantee that you will receive an interview.</p> <p>Only candidates under consideration will be contacted.</p> | |
| Post Date: 03/25/2015 | Post Until: 04/17/2015 |

The City of New York is an Equal Opportunity Employer