

**City of New York
DEPARTMENT OF CORRECTION
Job Vacancy Notice**

Civil Service Title: Computer Associate (Software)	Level: I
Title Code No: 13631	Salary: \$60,189 – \$70,000 Frequency: ANNUAL
Business Title: Digital Media Coordinator	Work location: 75-20 Astoria Blvd., East Elmhurst, NY 11370
Division/Work Unit: Human Resources	Number of Positions: 1
Job ID#: 232529	Hours/Shift: Day Tour
Job Description	
<p>The New York City Department of Correction is seeking to recruit a Digital Media Coordinator to join its team in providing marketing and communications support to the Department of Correction. Under general supervision and with latitude to exercise independent judgment, the incumbent will provide marketing, communications and social media support to the various agency initiatives and will work closely with the Office of Public Information to ensure seamless implementation of recruitment/employer brand marketing initiatives. Typical duties of this position may include, but is not limited to:</p> <ul style="list-style-type: none"> • Supporting the development, implementation and execution of digital marketing initiatives and activities that promote the DOC brand; • Writing/editing content for the DOC website, online ads/media buys e-blasts, newsletters and other print and digital marketing materials, and obtaining necessary approvals prior to publishing; • Creating and maintaining a monthly calendar of recruiting/employer brand content for all DOC social media platforms (LinkedIn, Facebook, Twitter, Instagram) and liaising with the Office of Public Information to publish; • Working collaboratively to drive Search Engine Optimization (SEO) across all marketing efforts, including content creation, social engagement, campaign landing pages and offsite link building for multiple websites • Updating various website pages and posts with new photos and test provided by the marketing team, recruitment team and other units; • Partnering with Senior Graphics Designer/Artist to ensure integration of recruiting photography and graphic design standards into social media posts, as well as print and digital marketing materials; • Assisting in the preparation of reports, presentations and analysis as needed; • Troubleshooting issues with existing systems and working with appropriate internal and external resources to resolve problems; • Keeping abreast of best practices and latest trends in web analysis, SEO, email marketing and social media; • Performing other associated duties as assigned. 	
Minimum Qualification Requirements	
<ol style="list-style-type: none"> 1. A baccalaureate degree from an accredited college including or supplemented by 24 semester credits in computer science or a related computer field and one year of satisfactory full-time computer software experience in computer systems development and analysis, applications programming, database administration, maintenance and support, systems programming, data communications, mainframe development, mobile development, web development and design; or 2. A four-year high school diploma or its educational equivalent and five years of satisfactory full-time computer software experience as described in "1" above; or 3. Education and/or experience equivalent to "1" or "2" above. College education may be substituted for up to two years of the required experience in "2" above on the basis that 60 semester credits from an accredited college is equated to one year of experience. In addition, 24 semester credits from an accredited college or graduate school in computer science or a related field, or a certificate of at least 625 hours in computer programming from an accredited technical school (post high school), may be substituted for one year of experience. <p>However, all candidates must have at least a four-year high school diploma or its educational equivalent and at least one year of satisfactory full-time experience as described in "1" above.</p>	
Preferred Skills	
<ul style="list-style-type: none"> • Exceptional communication, presentation, and copywriting skills; • Ability to communicate the DOC brand through social content; • Ability to multi-task and meet deadlines in a fast-paced environment; • Demonstrated ability to assist with successful social media campaigns; • Advanced knowledge of the capabilities of social media platforms including Facebook, Twitter, LinkedIn, YouTube and Instagram as well as how content should be translated across each social platform; • Knowledge and experience with community management tools; • Knowledge of social media analytics and listening platforms; • Strong project management and organization skills; • Ability to work independently as well as within a team. 	
Residency Requirements	
New York City residency is not required for this position.	
To Apply	
<p>For City employees: Go to Employee Self-Service (ESS)-www.nyc.gov/ess and search for Job ID#: 232529 For all other applicants: Go to www.nyc.gov/careers and search for Job ID#: 232529 Submission of a resume is not a guarantee that you will receive an interview. Only candidates under consideration will be contacted.</p>	
Post Date: 02/22/16	Post Until: 03/04/16

The City of New York and the New York City Department of Correction are Equal Opportunity Employers