

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

<b>Civil Service Title:</b> Administrative Public Information Specialist	<b>Level:</b> M-IV
<b>Title Code No:</b> 10033	<b>Salary:</b> \$100,000-\$120,000 <b>Frequency:</b> ANNUAL
<b>Business Title:</b> Executive Director, Employer Brand, Marketing & Communications	<b>Work location:</b> 75-20 Astoria Blvd., East Elmhurst, NY 11370
<b>Division/Work Unit:</b> Office of the Commissioner	<b>Number of Positions:</b> 1
<b>Job ID:</b> 226300	<b>Hours/Shift:</b> Day Tour

**Job Description**

The New York City Department of Correction seeks an experienced candidate to serve as the Executive Director, Employer Brand, Marketing, and Communications. Under executive direction, with latitude to exercise independent decision-making, the incumbent will provide oversight and management of the DOC employer brand, marketing, and communications initiatives, including internal employee engagement and retention. The successful candidate will lead the Community Engagement & Strategic Partnership Unit, the Creative Services Unit, and Employer Communications. The candidate will be responsible for ensuring the development and execution of the DOC branding and recruitment strategy through all channels of communication. Typical duties of this position will include but is not limited to:

- Developing the tools and initiatives to maximize the DOC's image as an Employer of Choice;
- Working in partnership with the Recruitment Unit and other stakeholders on talent acquisition strategies;
- Partnering with the Recruitment Unit on planning strategies to support and build the talent pipeline;
- Serving as Subject Matter Expert within Employer Branding, facilitating the implementation of best practices and appropriate recruitment marketing trends;
- Performing the necessary analysis to align business strategy;
- Developing action plans from analysis results;
- Introducing innovative ideas and new ways on employer branding strategies in order to actively engage talented candidates;
- Partnering with Human Resources, Internal Communications and other internal partners to improve employee engagement and implementation retention initiatives;
- Performing related duties as assigned.

**Minimum Qualification Requirements**

1. 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
2. A combination of education and/or experience which is equivalent to "1" above. 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**

At least five (5) years of professional experience developing recruitment marketing, communications, and employer brand strategies;  
A minimum of three (3) years experience developing and implementing social media strategies for recruitment and branding purposes;  
Strong knowledge of LinkedIn, Facebook, Twitter, Periscope, YouTube, blogs, and other social media platforms;  
Strong knowledge of search engine marketing/search engine optimization strategies ; market intelligence and knowledge of local recruitment practices; employment market trends; and candidate attraction strategies;  
Proven experience in planning and developing employer brand and recruitment communications and events;  
Knowledge of the creative production process, including experience working with creative professionals on collateral development; Knowledge/familiarity with working with outside advertising agencies to facilitate branding campaigns;  
Microsoft Office Suite (Word, Excel, PowerPoint, Outlook) proficiency.

**Residency Requirements**

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. To determine if the residency requirement applies to you, please discuss with the agency representative at the time of interview.

**To Apply**

For City employees: Go to Employee Self-Service (ESS)-[www.nyc.gov/ess](http://www.nyc.gov/ess) and search for Job ID#:226300.

For all other applicants: Go to [www.nyc.gov/careers](http://www.nyc.gov/careers) and search for Job ID#: 226300

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

**Post Date:** 12/18/2015

**Post Until:** 01/04/2016

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