

TITLE Press Officer	SALARY \$40,000 - \$55,000
DIVISION Office of Communications	LOCATION 100 Gold Street

JOB DESCRIPTION

The Press Officer will report to the Assistant Commissioner for Communications, his/her responsibilities will include the following:

- Work with the Assistant Commissioner to devise and execute a pro-active media relations strategy.
- Respond to press inquiries, with primary responsibility for the Spanish-language media.
- Work with the Director of Events to organize events.
- Develop community and ethnic press and immigrant outreach.
- Translate English and Spanish documents for the website and for press materials.
- Provide Spanish- and English- language content for the HPD internet and intranet sites.
- Write and edit speeches, talking points, testimony, press releases, media advisories, marketing and outreach material, memos, presentations, press kits, newsletter articles, and internal and external announcements.
- Oversee daily news highlights that are sent to senior staff at the beginning of the workday, the comprehensive daily press clips and media monitoring.
- Update and expand the media database.
- Communicate HPD’s activities, plans and successes to the agency’s staff including:
 - Ensuring regular and engaging information for employees through all mediums and developing new ways of communicating effectively with employees.
 - Working with HPD Webmaster to maintain content of intranet.
 - Initiating and managing employee recognition activities.
- Solicit material for (edit and produce Pipeline) the agency’s newsletter for staff and partners.
- Assist in the general management of the unit.
- Serve “on-call” (respond to media enquiries on weekends) as part of a rotation.

PREFERRED SKILLS

- Communications professional with website, intranet, publications, media relations experience.
- HTML, Dreamweaver, Adobe Photoshop, Adobe Acrobat, Microsoft Office.
- Bilingual: fluent in spoken and written Spanish and English.
- Strong writing skills, consistent attention to detail, demonstrated ability to follow-through, and good inter-personal skills are essential.
- Sensitivity, discretion, and personal ownership of projects and requests.

QUALIFICATION REQUIREMENTS

1. A baccalaureate degree from an accredited college and two years of satisfactory, responsible, full-time experience in public relations, journalism, internet, or a related field;
2. Education and/or experience equivalent to ‘1’ above.

MUST BE A NEW YORK CITY RESIDENT

While we appreciate every applicant’s interest, only those under consideration will be contacted.

TO APPLY FOR CONSIDERATION, PLEASE WRITE:

NAME: The Department of Housing Preservation and Development
Office of Communications

ADDRESS: 100 Gold Street, Room 5-P9, New York, NY 10038
Attn: Neill Coleman

*** Please indicate the transmittal number on your resume or cover letter when responding.**

HPD and the City of New York are Equal Opportunity Employers

DATED 3/23/06	POST UNTIL 4/12/06	TRANSMITTAL NUMBER 806-06-099
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