

NEW YORK CITY

MAYOR'S OFFICE OF SUSTAINABILITY

The Mayor's Office of Sustainability (MOS) coordinates with all other City agencies to develop, implement, and track the progress of OneNYC and other issues of infrastructure and the environment, which cut across multiple City agencies. MOS promotes the integration of sustainability goals and practices into the work of City agencies and the lives of New Yorkers.

PUBLIC EDUCATION POLICY ADVISOR

Position description:

MOS is seeking a policy advisor to manage and implement public education strategies for engaging New Yorkers to live more sustainably. This effort is part of OneNYC, a citywide sustainability plan which features reducing greenhouse gas emissions by 80 percent by 2050, and will be housed at MOS. Under supervision of the Director of GreenNYC, the selected candidate will oversee the development and implementation of strategic public education campaigns across integrated media channels. The ideal candidate will have superior project management skills and a depth of experience across media planning/buying, messaging, corporate partnerships, production, budgeting, art direction, licensing, and social media.

The selected candidate will:

- Implement NYC's short-term strategy for engaging New Yorkers to reduce their carbon footprints and contributions to air pollution and tonnage of solid waste through paid and owned media, partnerships, and events;
- Promote brand awareness and maintain brand integrity for the GreenNYC logo, the program's graphic "Birdie" and collateral assets;
- Negotiate all radio, out of home, print, and digital media buys, as well as identify and secure City-owned marketing assets to complement traditional paid media; identify, secure funding for, directly design, manage procurement and production of all promotional products;
- Identify potential agency, corporate, philanthropic partners, create targeted proposals for their involvement, execute pitches, negotiate agreement terms and manage all elements of partnerships;
- Identify opportunities and execute partnerships with City agencies to educate, engage and empower New Yorkers to take action to live more sustainably by explaining the objectives, techniques and implications of government policies or plans. Agencies include DSNY, DPR, DCAS, DOE, DEP, and DOT;

- Formulate and coordinate GreeNYC’s external communications strategy in coordination with the Mayor’s Office of Communications, including strategy for events and mascot appearances;
- Identify and recommend planning policies, as well as manage content, for all digital and social media properties;
- Perform specialized research and analysis; directly utilize research and analysis tools to conduct studies; design and supervise administration of data collection; develop a monitoring and evaluation framework for all public education campaigns; and
- Develop new policies and procedures to manage work of contractors across graphic design, production, copywriting, strategic development, public relations and web development; manage contracting of all vendors and consultants.

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

5 years of satisfactory full-time professional experience related to the duties described above preferred.

To Apply

Submit a brief cover letter and resume to: planycjobs@cityhall.nyc.gov with the subject “Public Education Policy Advisor.”

Work Location

253 Broadway New York NY, 10007

Residency Requirement

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.