

FULL TIME POSITION:

Content Writer

Job Description:

The City of New York seeks a highly skilled Content Writer to write and develop content to support the NYC Business Customer Services initiative – a Citywide initiative that is dramatically improving the City’s ability to provide better customer service to businesses that it regulates. The goal of this effort is to shift the administrative regulatory burden from businesses to the City – thereby enabling businesses’ growth and fostering greater regulatory compliance. A primary focus of the initiative is to provide a more cohesive online experience that offers greater clarity, consistency, speed, simplicity and transparency in enabling businesses to meet the City’s permitting, licensing and other regulatory requirements.

The Content Writer will be integral to the success of the NYC Business Customer Service Initiative as part of the team that manages, enhances and maintains NYC Business Express, a one-stop online portal where businesses can apply for permits, licenses, and incentives, make payments, find ways to reduce costs and receive technical assistance. The team is leading a concerted effort to ensure that NYC Business Express content on NYC.gov is as cohesive, intuitive and user-friendly as possible – and that all content is accurate, up-to-date and complete.

The Content Writer’s responsibilities will include:

- Work with the NYC Business Express team to draft content using a Citywide Content Management System for the NYC Business Express website.
- Review content prior to publishing to ensure that the information accurately follows business rules, identify discrepancies and ensure that content is complete and presented in a consistent voice.
- Write and develop web content that is searchable and relevant for business customers to get information quickly and efficiently while ensuring completeness in varying complex regulatory topics.
- Design, develop, and maintain application training materials for use by the NYC Business Express Team that promote readability and usability. Ensure that the documentation is updated to incorporate system enhancements.
- Develop and maintain printed materials such as checklists or guides for distribution on the NYC Business Express website. Design the organization of visual elements to increase usability of printed materials.
- Research business regulatory requirements on Agency websites and through discussions with Subject Matter Experts.

Preferred Skills:

- Strong writing, editing and verbal communication skills
- Ability to work well in a team environment
- The ability to combine attention to detail with a clear understanding of the big picture
- A natural curiosity and a thirst for learning
- A strong work ethic
- An ability to work effectively with highly demanding stakeholders who value precision and preparation
- Capacity to work independently and meet deadlines under pressure
- Experience or aptitude for marketing and / or design
- Ability to research topics prior to developing content
- Ability to describe complex processes in a manner that is easy to understand
- Excellent MS Office skills: MS Word, MS Excel, MS PowerPoint and MS Outlook
- Experience working with content management software, such as TeamSite
- Experience with content management, QA testing, or web development
- Familiarity with Adobe Creative Suite particularly Adobe Illustrator
- Familiarity with HTML5

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- Familiarity with City, State, and Federal Agencies and regulatory entities, with emphasis on their regulatory roles vis-à-vis business formation, operation, physical plant development, contracting, taxation and financing
- Entrepreneurial or small business experience
- Experience with the development of transactional websites / systems

Qualifications:

1. A master's degree from an accredited college with a major in business administration, public administration, urban planning, economics, urban affairs, marketing research, finance, or political science; or
2. A baccalaureate degree from an accredited college and one year of full-time satisfactory experience in one or more of the following:
 - a. business development, retention, expansion and relocation or assisting businesses in accessing public and private services and programs including workforce development; or analysis of business records and documents to determine eligibility of businesses for programs and services; or
 - c. economic, market or site research and analysis for business and neighborhood development; or
 - d. facilitation and promotion of the film industry through the processing of various permits, marketing techniques and incentive programs; or

How to Apply:

To apply for this position, please email your resume and cover letter including the following subject line: **Content Writer** to: **careers@sbs.nyc.gov**

ALSO APPLY:

City Employees: Apply through Employee Self Service (ESS) at www.nyc.gov/ess search for Job Title: **Content Writer**

All Other Applicants: Go to www.nyc.gov/careers search for Job Title: **Content Writer**

Salary range for this position is: **\$37,000 - \$49,000 per year**

NOTE: Only those candidates under consideration will be contacted.

NYC residency is required within 90 days of appointment (does not apply to all positions)

If you do not have access to email, mail your cover letter & resume to:
NYC Department of Small Business Services
Human Resources Unit
110 William Street
New York, New York 10038

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