

FULL TIME POSITION:

Business Content Development Coordinator

Job Description:

The City of New York seeks a highly skilled Business Content Development Analyst to develop and maintain 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 Business Content Development Analyst 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 Business Content Development Analyst responsibilities will include:

- Coordinate with Agency partners to identify new content requirements and develop appropriate timelines to publish new content to the NYC Business Express website.
- Coordinate with Technology partners to maintain the Citywide Content Management System and deploy content changes not controlled by the Content Management System.
- Research business regulatory requirements on Agency websites and through discussions with Subject Matter Experts.
- Review content prior to publishing to ensure that the information accurately follows business rules, identify discrepancies and update website logic and business rules accordingly, and ensure that content is complete and presented in a consistent voice.
- Develop content and verbiage guiding users to instruction and assistance in different media, such as short online how-to videos that show entrepreneurs the ins and outs of how to comply with important public safety requirements.
- Develop and maintain printed materials such as checklist or guides for distribution on the NYC Business Express website. Design the organization of visual elements to increase usability of printed materials.
- Ensure web content that is searchable and relevant for business customers to get information quickly and efficiently while ensuring completeness in varying complex regulatory topics.
- Assist in the development, collection, analysis and reporting on the health of the content on the website and incorporate user feedback into content improvements.
- Synthesize and document NYC Business Express related processes to create and update training materials and conduct Content Management training sessions.

Preferred Skills:

- Strong writing, editing and verbal communication skills
- Ability to work well in a team environment
- Excellent organizational and time management skills
- Experience or aptitude for marketing and / or design
- Strong and demonstrable analytic and research skills
- 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

The Department of Small Business Services and the City of New York is an equal opportunity employer. Auxiliary aids and services are available upon request to individuals with disabilities.



- 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
- 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:

- A baccalaureate degree from an accredited college and two years of experience in community work or community centered activities in an area related to the duties described above.

How to Apply:

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

ALSO:

For Non-City/External Candidates: Visit the [External Applicant NYC Careers site](#) and apply for this position by entering Job Title: **Business Content Development Coordinator**

For Current City Employees: Visit [Employee Self-Service \(ESS\)](#) to view and apply for available positions. Click on Recruiting Activities > Careers, and search for the specific Job Title: **Business Content Development Coordinator**

Salary range for this position is: \$42,615 - \$55,000 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

The Department of Small Business Services and the City of New York is an equal opportunity employer. Auxiliary aids and services are available upon request to individuals with disabilities.