

DEPUTY PRESS SECRETARY (DOE)

General Statement of Duties and Responsibilities

Under the executive direction of the Deputy Chancellor, with the broadest scope for the exercise of independent initiative and judgment, serves as a media point of contact for the school system and manages media relations for offices and departments within the New York City Department of Education (NYCDOE), liaising with senior staff of DOE offices. Additionally, maintains daily contact with members of the news media, both in responding to fast-breaking news stories and in presenting newsworthy items for coverage in a manner that accurately reflects the policies and educational philosophy of the NYC school system. Under the direction of the Press Secretary, this position is responsible for high-level media engagement.

Examples of Typical Tasks

Serves as day-to-day media point of contact for local and national media on issues pertaining to the NYC Department of Education; manages media relations for offices and departments within the NYCDOE, liaising with senior staff of DOE offices, and communicating information to the Press Secretary.

Prepares press releases and associated materials for major and daily events and announcements.

Handles various long- and short-term inquiries from the media. Writes press statements, talking points, releases, and other communications documents. Completes a variety of other writing and research assignments in a high-pressure, deadline-driven environment.

Develops relationships with media outlets (local, national, and community news) and works closely with media staff to address issues related to the NYCDOE. Develops relationships with columnists, reporters, and editors to pitch positive news stories regarding the NYCDOE.

Supports the Press Secretary on organizing press conferences and sets up interviews with DOE content experts

Develops expertise across a portfolio of policy issues. Prepares materials that articulate the NYCDOE's positions for internal and external audiences.

DEPUTY PRESS SECRETARY (DOE) (continued)

Examples of Typical Tasks (continued)

Develops relationships with school, district, departmental, and City leadership to support in responding to press inquiries and sourcing news items.

Develops media strategies regarding depicting and handling issues regarding the NYCDOE.

Qualification Requirements

1. A baccalaureate degree from an accredited college or university and two (2) years of professional experience in public relations, journalism, advertising, or in other closely related fields.

Direct Lines of Promotion

None. This class of positions is classified in the Non-Competitive Class.