

**CITY OF NEW YORK
NEW YORK CITY DEPARTMENT FOR THE AGING**

CITYWIDE VACANCY NOTICE

Civil Service Title:	<u>Administrative Program Officer(M-I)</u>	Salary:	<u>\$115,000 - \$120,000 Annually</u>
Title Code:	<u>10084</u>	Number of Positions:	<u>1</u>
Office Title:	<u>Communications Director</u>	Work Location:	<u>2 Lafayette Street, NYC</u>
Division/Work Unit:	<u>Bureau of External Affairs/Press & Public Information</u>		

Additional Information:

The City of New York is an inclusive equal opportunity employer committed to recruiting and retaining a diverse workforce and providing a work environment that is free from discrimination and harassment based upon any legally protected status or protected characteristic, including but not limited to an individual's sex, race, color, ethnicity, national origin, age, religion, disability, sexual orientation, veteran status, gender identity, or pregnancy.

As a current or prospective employee of the City of New York, you may be eligible for federal loan forgiveness programs and state repayment assistance programs.

Job Description:

The NYC Department for the Aging (NYC Aging) promotes and supports inclusive, safe, affordable, healthy aging. NYC Aging remains steadfast in its role and responsibility to preserve the dignity and quality of life for approximately 1.8 million diverse older New Yorkers by eliminating food insecurity, providing access to affordable, stable housing, enhancing access to quality healthcare services and protecting older New Yorkers from harm and abuse with the ultimate goal of a more age-friendly city in which older adults can age gracefully with respect.

The Press and Public Information Unit (PPI) promotes the agency's services and resources in the community through media and public outreach. The unit oversees internal and external communications. This includes managing press inquiries, NYC Aging's public-facing website, social media channels, the creation and distribution of marketing materials, briefing documents, and media campaigns. Each month, PPI also issues a Commissioner Column and an electronic newsletter to help share news, updates, and key issues to external stakeholders. In addition, the Unit organizes the agency's press events and helps prepare senior leadership and NYC Aging staff for public speaking and events.

NYC Aging seeks a dynamic, motivated, and detail-oriented individual to serve as the agency's Communications Director. Reporting to the Associate Commissioner for External Affairs, the incumbent will serve as the agency's spokesperson, lead the fast-paced work of the Press and Public Information unit and its staff, and secure local and national media coverage for the agency.

Responsible for managing the day-to-day operations of the unit, the Communications Director will also oversee responses to press and media inquiries, manage the agency's presence and influence on social media, and draft briefing documents, press releases, Op-Eds, talking points and speeches.

In addition, responsibilities will include:

- Serve in a sensitive position as representative and spokesperson of the agency.
- Actively work to pitch and place stories on NYC Aging programs in various media outlets.
- Respond to all press inquiries with urgency and accuracy.
- Oversee and manage the development, release, and launch of promotional and PSA campaigns, including print, digital, radio and TV media as appropriate.
- Write press releases, Op-Eds, media statements, letters to the editor, and media advisories as needed.
- Coordinate press conferences, briefings, and press events.
- Write, produce, and distribute publications, including newsletters, brochures, and advertising.
- Support social media operations for the agency, as well as its public-facing website, and internal website (GERAS).
- Proactively manage all media relations.
- Assist with crisis communications and management.
- Supervise and develop Press and Public Information unit staff.

• Serve as liaison to sister agency press offices, the Mayor's press/communications teams, the Mayor's Office of Special Projects and Community Events, and the NYC Department of Records and Information Services.		
Minimum Qualifications: 1. Graduation from an accredited college with a baccalaureate degree and five (5) years of full-time, professional experience in social services, community relations, public administration or management, of which at least one and one-half years must have been in an administrative or managerial capacity; or 2. Education and experience equivalent to "1" above. However, all candidates must have one and one-half years of experience in an administrative or managerial capacity.		
Preferred Skills: • Preferred candidate should have knowledge, familiarity and understanding of the public sector, ideally New York City government. • Prior professional experience in aging-related field is preferred. • Preferred candidate should be a strategic thinker with great judgment and discretion. • Ability to work quickly to meet the demands of a 24-hour news cycle, including working flexible hours a plus. • Ability to deal with multiple and changing demands in a fast-paced political environment is preferred. • Self-directed worker with ability to work effectively with other NYC Aging units, sister agencies and community partners preferred. • Preferred candidate should possess strong interpersonal, organizational, and written/verbal communication skills. • Ability to handle a flexible work schedule that may include extended hours, weekend, and/or holidays a plus. • Preferred candidates must be able to multi-task and prioritize workload.		
NOTE: NEW YORK CITY RESIDENCY IS REQUIRED FOR THIS POSITION		
55-a Program: This position is also open to qualified persons with a disability who are eligible for the 55-a Program. Please indicate at the top of your resume and cover letter that you would like to be considered for the position through the 55-a Program.		
<u>TO APPLY</u> Please be sure to submit a resume & cover letter when applying. All current City Employees may apply by going to Employee Self Service (ESS) http://cityshare.nycnet/ess Click on Recruiting Activities/Careers and Search for Job ID # 783601 All other applicants, please go to www.nyc.gov/careers/search and search for Job ID# 783601		
Posting Date:	September 16, 2026	JVN No. 125-27-10 CW
Post Until:	Filled	