

City of New York
DEPT OF RECORDS & INFO SERVICE
Job Posting Notice

Civil Service Title: COMMUNITY ASSOCIATE	Level:
Title Code No: 56057	Salary: \$20.98 - \$34.92 Frequency: Hourly
Title Classification: Non- Competitive	
Business Title: Silver Stars - Communications Coordinator	Work Location: 31 Chambers St., N.Y.
Division/Work Unit: Executive Offices	Number of Positions: 1
Job ID: 567794	Hours/Shift: Day - Due to the necessary technical management support duties of this position, candidate may be required to be on call and/or work various shifts such as weekends and/or evening shifts.

As of August 2, 2021, all new hires must be vaccinated against the COVID-19 virus, unless they have been granted a reasonable accommodation for religion or disability. If you are offered city employment, this requirement must be met by your date of hire, unless a reasonable accommodation for exemption is received and approved by the hiring agency.

Job Description

This position is only open to City of New York retirees as part of the Silver Stars Program. The Silver Stars Program offers retired City employees the opportunity to be hired to fill temporary, part-time positions limited to 21 hours per week. Pension and benefits can still be collected while employed in this position.

Through Section 212 of the New York State's Retirement and Social Security Law (RSSL), a retired City employee can earn up to \$35,000 on a calendar basis (January through December) and continue to receive full pension benefits, health care insurance, and possibly Social Security benefits. Some exceptions may apply. Selected candidates may work up to 21 hours per week.

Seeking a Communications Coordinator, reporting to the Director of Community and External Affairs, to develop, curate, manage, and implement content across digital platforms.

Essential Functions:

- Create original and compelling copy for multiple communications channels, audiences, and regions, including social media, our online community, web, print, events, video scripts, blogs, and newsletters.
- Manage DORIS' social media channels: plan and schedule social media posts, maintain oversight of comments and related activity, coordinate key social media campaigns, report on social media analytics on a quarterly basis, identify and report on trends and opportunities for engagement amplification.
- Support the editorial process by working with the External Affairs team to share digital stories across platforms, developing original content for social media and digital initiatives, including video, aimed at multiple audiences.
- Size and optimize photos for social media posts, websites, and other digital channels using Photoshop and other digital software tools.
- Conceptualize and plan shoots and edit video for social media using Adobe and related video and audio software.
- Oversee social media intern, when relevant, and coordinate periodic meetings with other content creators.

Minimum Qualification Requirements

Qualification Requirements

1. High school graduation or equivalent and three years of experience in community work or community centered activities in an area related to duties described above; or
2. Education and/or experience which is equivalent to "1" above.

Preferred Skills

- Bachelor's degree
- Minimum of three (3) years of progressive professional experience in communications.

- Experienced writer, editor, and proofreader with strong news sense, excellent storytelling skills, mastery of grammar, and punctuation.
- Social media experience with Facebook, Instagram, LinkedIn, and Twitter
- Adept at identifying and writing engaging content.
- Highly organized and able to manage multiple requests in a timely manner.
- Experience working with graphics; ability to identify strong photography and other types of images for use in social media platforms.
- Highly attuned ability to identify and develop innovative content that will engage the public.
- Experience formulating communication plans based on performance-based metrics and analysis of previous campaigns that addresses the agency's strategic goals
- Experienced writer, editor, and proofreader with strong news sense, excellent storytelling skills, mastery of grammar, and punctuation.
- Graphic design experience in Canva or Photoshop.
- Demonstrated experience managing a large organization's social media presence, including experience with social media planning, strategy, tactics, tools, and monitoring.
- Knowledge of HTML and Adobe Suite programs for web, photo, video, and audio such as Photoshop, Premiere.

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.

To Apply

Search for the Job ID# 567794

External Candidates please go to www.nyc.gov/careers

Current NYC employees please go to www.nyc.gov/ess

NO E-MAILS, PHONE CALLS, FAXES OR PERSONAL INQUIRIES PERMITTED.

NOTE: ONLY THOSE CANDIDATES UNDER CONSIDERATION WILL BE CONTACTED.

APPOINTMENTS ARE SUBJECT TO OFFICE OF MANAGEMENT AND BUDGET (OMB) APPROVAL.

Posting Date: 1/07/2023

Post Until: Until Filled

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.