

## **FULLTIME POSITION: DEPUTY PRESS SECRETARY WORKFORCE DEVELOPMENT CORPORATION**

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### **Agency Description:**

The New York City Department of Small Business Services (SBS) helps unlock economic potential and create economic security for all New Yorkers by connecting New Yorkers to good jobs, creating stronger businesses, and building a fairer economy in neighborhoods across the five boroughs.

### **About the WDC:**

The Workforce Development Corporation (WDC) is an independent 501(c)(3) not-for-profit created by the City of New York (the “City”) specifically for assisting the City in developing and funding workforce and economic development initiatives. In furtherance of this purpose, the WDC and SBS work in a partnership consisting of, among other things, jointly developing, funding, and managing workforce and training initiatives, and resource sharing.

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### **Job Description:**

The SBS Communications team provides the public and the press with information about Agency programs and initiatives as well as events and accomplishments, using marketing, traditional, social, and online media.

The Deputy Press Secretary will be responsible for assisting in the communication of accurate and strategic information consistent with Agency branding to the public, media, and internally. Using online and traditional media, the Deputy Press Secretary will communicate information about SBS and its various departments and brands, in order to achieve agency goals and publicize programs and accomplishments.

This position requires strong writing skills, attention to detail, the ability to excel in a fast-paced and highpressure environment, and significant collaboration with a variety of stakeholders within and outside of SBS, including: SBS’ Workforce Development Division, Division of Business Services, Neighborhood Development Division, Division of Economic and Financial Opportunity; City Hall; and press. The Deputy Press Secretary will report to the Press Secretary. Responsibilities include, but are not limited to:

- Maintaining a broad and generalist understanding of SBS content areas in order to identify opportunities and create effective messaging
- Preparing Commissioner for media opportunities and interviews
  - Research and compile background information to prepare Commissioner for interviews, or staff serving as surrogate
  - Write and edit briefings, remarks and quotes for Commissioner media opportunities
  - Staff prep meetings, interviews and media events in the field
- Conducting Press Outreach
  - Assist with outreach to press including print, television, radio and blogs
  - Draft media materials such as press releases, media advisories, proactive pitches, talking points, etc.
  - Help identify proactive media opportunities and appropriate reporters or news outlets
  - Compile proactive pitch emails and scripts, and reach out to reporters with story ideas, with a focus on success stories and profiles
  - Respond to press inquiries
  - Act as a spokesperson for the Agency
- Assisting Press Secretary with developing and implementing the Agency’s press strategy, as well as plans for the launch of SBS programs
- Managing media monitoring, daily clips and maintain a press archive
- Managing SBS resource documents including ‘SBS 101’ and the weekly FAQ
- Managing special projects as needed

The Workforce Development Corporation is an equal opportunity employer. Auxiliary aids and services are available upon request to individuals with disabilities.

**Preferred Skills:**

- Spanish or other non-English language skills
- Excellent analytical, written and oral communication skills.
- Proven ability to identify reporters, pitch news stories, and secure press placements.
- Proven ability to implement and manage social media campaigns.
- Proven ability to organize large quantities of information into clear and concise presentations.
- Proficient with Microsoft Office Applications, including MS Excel, MS Word, MS Access, MS PowerPoint.
- Ability to manage multiple projects on tight deadlines.
- Strong attention to detail.
- Ability to excel in a fast paced, high pressure, environment.

**Qualification Requirements:**

- A baccalaureate degree from an accredited college and two years of experience in public relations, marketing, journalism, or other activities in an area related to the duties described above; or
- Baccalaureate degree from an accredited college in communications, public relations, marketing, journalism, business, public administration, or a closely related field.
- At least 2 years' experience in public relations and marketing in the public, private, or non-profit sector, with experience interacting with press and maintaining online and social media presence. Successful placement of news stories a plus.

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**How to Apply:**

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

**Salary:** \$70,000 - \$80,000

**NOTE:** Only those candidates under consideration will be contacted.

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