



Mayor's Office of Talent & Workforce Development

Position Title: Director of Digital Products

The Mayor's Office of Talent and Workforce Development ("NYC Talent") is seeking a Director of Digital Products.

The Team You'll Work With:

The Mayor's Office of Talent and Workforce Development ("NYC Talent") works to mobilize New Yorkers and the local talent development infrastructure to achieve an inclusive economy and realize the citywide employment objectives laid out in Mayor Eric Adams' Executive Order #22. To do this, NYC Talent partners with and mobilizes public agencies, educational institutions, non-profits, unions, communities, and industry so that:

- NYC residents succeed in fulfilling, economically secure careers
- NYC employers can thrive because they hire, train, and advance diverse talent and operate in a supportive local business environment
- All New Yorkers benefit from shared prosperity

To promote equity and relentlessly tackle historic employment disparities, we aggregate and align public and private resources to match talent to opportunity; disaggregate data to understand and adapt to the rapidly changing labor market; leverage technology advancements; promote targeted policies; and engage employers and jobseekers.

The Organization You'll Join:

About the WDC: The Workforce Development Corporation (WDC) is an independent not-for-profit created by the City of New York. The WDC and NYC Talent work in partnership to jointly develop, fund, and manage workforce and training initiatives to create a skilled workforce in the city of New York.

The Problems You'll Solve

The [Executive] Director of Digital Products is a strategic leader responsible for identifying, aligning, and delivering digital solutions to meet Talent and Workforce Development objectives to serve New Yorkers. This role will be responsible for working with cross agency teams to deliver measurable outcomes leveraging digital technology.

Specific Responsibilities:

- Define vision and strategy across digital workforce portfolio (NYC Talent Portal, Workforce Data Portal, agency website, etc.) and collaborate with digital teams across city government to execute strategy that achieve programmatic outcomes and KPIs.
- Lead the NYC Talent's digital team of content managers and work alongside data strategists and analysts to deliver measurable Talent and Workforce objectives.
- Align and synthesize leadership priorities and provide clear direction to content and technology teams to deliver on measurable and achievable Talent and Workforce objectives.
- Facilitate cross-agency working groups to coordinate collaboration between owners of workforce-related digital products.
- Own and forge new relationships with agency, employer, and provider partners to ensure digital programs are aligned towards a shared vision.
- Effectively communicate stakeholder needs, timing, and priorities for digital programs.
- Excellent communication skills required to negotiate across teams, often at a senior level.
- Ensure outcomes and KPIs are timely captured and reported to provide actionable insights.

- Leverage data to produce insights and evidence to understand what workforce strategies are working or not working and justify needs and investments.
- Facilitate communication with stakeholders to make communication easy and transparent regarding program progress, issues, and risks.
- Identify, manage, and help solve critical cross-program dependencies and risks.
- Facilitates meetings and proactively track issues, synthesize, and document decisions and action items, and follow-up between meetings to drive program issues to closure.
- Recommend programmatic enhancements through evidenced based research.
- Other duties as assigned.

About You

- 8+ years of experience as a digital program manager working with digital teams to deliver and operate digital tools to achieve measurable outcomes; AND
- Bachelor’s degree from an accredited college or university; OR
- 12+ years of related experience, with at least 5 years in a management role
- Excellent writing skills combined with strong presentation and public speaking skills
- Excellent interpersonal skills to effectively communicate across all levels of expertise in technology, talent, and leadership
- Ability to work effectively in a team setting, including synthesizing ideas into tangible outcomes
- Attention to detail and excellent problem-solving skills
- High-level understanding of digital analytics and driving outcomes with a curiosity, attention to detail and excellent problem-solving skills
- Passionate about facilitating and setting up teams for collaboration and delivering the best work for New Yorkers
- Integrity, credibility, and a demonstrated commitment to NYC Talent’s mission and goals.
- A commitment to increasing equitable job access to growing sectors for New Yorkers.
- Comfortable working in a fast-paced environment, managing multiple projects simultaneously and prioritizing projects to meet deadlines.
- Entrepreneurial and collaborative style that works well in teams.

Salary

\$110,000 - \$125,000k

Equal Opportunity | Diversity Equity & Inclusion Statement

The Office of the Mayor 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. The Adams Administration values diversity — in backgrounds and in experiences that is reflective of the city it serves. Applicants of all backgrounds are strongly encouraged and welcome to apply.

If you are a qualified individual with a disability or a disabled veteran, you may request a reasonable accommodation if you are unable or limited in your ability to access job openings or apply for a job on this site as a result of your disability. You can request reasonable accommodations by EEO at EEO@cityhall.nyc.gov.

New York City Residency Is Required Within 90 Days of Appointment