

Our Work

The Mayor's Office for Economic Opportunity (NYC Opportunity) works to reduce poverty and broaden opportunity by advancing the use of data and evidence in program and policy design, service delivery, and budget decisions.

This position is a contract role through the Workforce Development Cooperation, an independent not-for-profit created by the City of New York.

Responsibilities

As a UX Content Specialist, you'll write and maintain content that helps New Yorkers understand government benefits. You'll take a user centered approach when developing content and come up with ways to improve content. The UX Content Specialist role sits with the User Experience team, part of the larger Product team, and reports to the UX Senior Content Strategist.

We're looking for a self-starter who's comfortable with ambiguity and can manage their own timelines and processes. You'll be a great fit if you know the right questions to ask in uncertain situations and have an experimental and flexible mindset. Typically, our candidates come from UX or UX-adjacent roles like content strategy, UX writing, or content design.

Your day-to-day involves:

- Writing and maintaining plain language content that is accessible for diverse groups of people while adhering to brand style and editorial guidelines.
- Improving how users interact with content by developing improvements to taxonomies, website information architectures, product copy, content templates, and outreach methods.
- Testing content through user testing and A/B testing, among other methods.
- Building and cultivating strong relationships with our liaisons in City government to keep content updated and identify new content opportunities.
- Monitoring the performance of content with web analytics tools and recommending how to improve existing content.

Qualifications

- 2-3 years of professional experience with writing long-form content and product microcopy for digital channels like web and email.
- Experience building relationships with various stakeholders and subject matter experts while creating content.
- Comfort with UX methods such as creating information architectures and taxonomies, various testing methods such as user testing and A/B testing, and low-fi prototyping.
- Working knowledge of web analytics tools like Google Analytics, Google Data Studio, and/or Google Tag Manager.

Preferred skills

- Has worked in cross-functional teams including designers, engineers, and product managers.
- Able to have technical conversations with designers and developers to understand constraints and communicate requirements.
- Familiarity with agile project management processes and tools. Can organize work for yourself and delegate tasks to others when needed.
- Experience working closely with communities who engage with public services and programs, and/or has lived experience engaging with public services and programs.
- Experience in policy, government or non-profit, in particular with low-income and vulnerable youth and families, is a plus.
- Commitment to the mission of advancing greater equality and opportunity.

Compensation and Benefits

This is a full-time, contract position with benefits for 1 year. The salary is \$75,000 - \$82,000.

Applicants must be authorized to work in the United States. We are unable to provide sponsorship.

Location

1 Metrotech Center,
Brooklyn NY