

FULL TIME POSITION:

DEPUTY PRESS SECRETARY

WORKFORCE DEVELOPMENT CORPORATION

Agency Description:

The 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 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

Description:

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

The Deputy Press Secretary will be responsible for assisting in the communication of accurate information consistent with Agency branding to multiple audiences using tools like Hootsuite, Facebook, Twitter, and YouTube, and assist with the external website. The Deputy Press Secretary will report to the Director of Communications, and in addition to regular business hours, is expected to be available after regular business hours and on weekends as needed to ensure adequate coverage for Executive Office priorities.

This position requires strong writing skills, attention to detail, and the ability to excel in a fast-paced and high-pressure environment. The Deputy Press Secretary will report to the Press Secretary and collaborate with a variety of stakeholders within and outside of SBS to execute on their tasks, including City Hall, press, and SBS vendors.

The Deputy Press Secretary's duties will include, but not be limited to:

- Maintaining a broad and generalist understanding of SBS content areas in order to identify opportunities and create effective messaging
- Promoting public agency events and press mentions online
- Assisting with outreach to press including print, television, radio, and blogs
- Assisting Press Secretary with developing and implementing the Agency's press strategy, as well as plans for the launch of SBS programs
- Writing and editing briefings, remarks, and quotes for Commissioner and staff media opportunities
- Staffing prep meetings, interviews, and media events in the field
- Helping to identify proactive media opportunities and appropriate reporters or news outlets
- Compiling proactive pitch emails and scripts, and reaching out to reporters with story ideas, focusing on success stories and profiles
- Responding to press inquiries
- Helping manage the agency's social media channels, including responding to questions and comments from the public
- Drafting, editing, and scheduling content for NYC Small Business Services' multiple accounts on various social media platforms, including Twitter, Facebook, Instagram, and LinkedIn
- Helping develop a strategy for SBS's social media reach on smaller, specialized platforms used by local communities

Qualifications:

1. A baccalaureate degree from an accredited college and two years of experience in communications, public relations, marketing, journalism, or other activities in an area related to the duties described above; or
2. At least 2 years' experience in public relations and/or 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.

Preferred Skills:

- Excellent analytical, written, and oral communication skills
- Spanish or other non-English language 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 copy
- Excellent working knowledge of Microsoft Office (Excel, Word, and PowerPoint)
- Eye for taking interesting photos
- Strong organizational skills, including the ability to simultaneously manage multiple projects and meet deadlines independently
- Strong attention to detail
- Positive attitude and strong interpersonal skills
- Ability to excel in a fast paced, high pressure, environment

How to Apply:

To apply for this position, please email your resume and cover letter with the subject line: DEPUTY PRESS SECRETARY to Careers@sbs.nyc.gov and WDCFiscal@sbs.nyc.gov

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

Note: We appreciate the interest and thank all applicants who apply, but only those candidates under consideration will be contacted.

If you do not have access to email, mail your resume to:
NYC Department of Small Business Services
Human Resources Unit
1 Liberty Plaza
New York, New York 10006

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