

FULL-TIME POSITION:

DIGITAL COMMUNICATIONS SPECIALIST

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 Digital Communications Specialist will be part of the SBS Communications Office, responsible for reaching multiple audiences using tools like Hootsuite, Facebook, Twitter, and YouTube, and assist with the external website. The Digital Communications Specialist 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, the ability to excel in a fast-paced and high-pressure 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 Digital Communications Specialist's duties will include, but not be limited to:

- Daily management of the agency's social media channels, including originating and creating content, responding to questions and comments from the public, and managing social media campaigns
- Developing partner toolkits to ensure on-brand messaging among partners/cross-promoters • Building a list of reliable digital partners and strategizing an influencer/amplifier plan to raise awareness of SBS services
- Reviewing and editing external email outreach content and prepare for Constant Contact distribution, including the SBS agency newsletter
- Drafting, editing, and scheduling content for NYC Small Business Services' multiple accounts on various social media platforms, including Twitter, Facebook, Instagram, and LinkedIn • Strategizing SBS's social media reach on smaller, specialized platforms utilized by local communities
- Utilizing metrics/measurement tools to interpret social media trends – using Twitter Analytics, HootSuite, Facebook Insights
- Managing and tracking project progress and approvals using SmartSheets
- Promoting public agency events and press mentions online
- Managing photographic and video coverage and digital posting of quality photos, showcasing SBS outreach and events
- Managing production of videos highlighting success stories that promote SBS programs

- Devising a creative overarching digital media strategy that aligns with the agency's communications goals
- Other special projects as assigned

Preferred Skills:

- Excellent communication skills
- Ability to implement and manage social media campaigns
- Ability to capture the voice and tone of the brand and suggest improvements
- Proven ability to organize large quantities of information into clear and concise copy
- Strong sense of design principles and eye for taking interesting photos
- Good storyteller (both verbal and visually)
- Excellent working knowledge of Microsoft Office (Excel, Word, and PowerPoint), WordPress (or similar CMS program), and Adobe Creative Suite, particularly Illustrator and Photoshop; knowledge of Premiere Pro and After Effects a plus • Strong organizational skills and the ability to simultaneously manage multiple projects, and meet deadlines independently
- Self-starter, detail-oriented, extremely organized, and both an analytical and creative thinker
- 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: Digital Communications Specialist to Careers@sbs.nyc.gov and WDCFiscal@sbs.nyc.gov

Salary Range: \$55,000 \$70,000

Note: 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