

DUTIES STATEMENT

EXECUTIVE PROGRAM SPECIALIST (DVS)

Executive Program Specialist (DVS) is a managerial position. Under direction of the Commissioner, Chief of Staff and Deputy Commissioner, with full latitude for the exercise of independent initiative and judgment, the Executive Program Specialist (DVS) oversees an expansive inter-governmental legislative agenda and several high-profile, public-facing veterans initiatives. the Executive Program Specialist oversees an expansive communications strategy. Additionally, the position oversees all traditional press and social media activities for DVS and works closely with Intergovernmental Affairs on developing the agency's overall messaging; conceptualizes, recommends, and implements a comprehensive media outreach strategy for the Agency and promotes Agency programs for veterans and their families; writes press releases, OpEds, media statements, letters to editors, and media alerts. The Executive Program Specialist also has direct oversight on the development and management of the agency's special projects, including, but not limited to VetConnectNYC, Veterans Burial Benefits, ThriveNYC Non-Traditional Health Services, and JobPath, a first of its kind digital job tool for DVS' Veteran Success Network projects. These individuals may have come to the attention of the agency official while working elsewhere on the same or similar matters to obtain the desired expertise. Exempt classification of these positions will enable an agency official to select new outside, uniquely experienced staff to work directly for the official on innovative matters.