

**PRESS SECRETARY (DOE)**

**General Statement of Duties and Responsibilities**

This is a management class of positions. All personnel perform related work.

Under the executive direction of the Deputy Chancellor, with the broadest scope for the exercise of independent initiative and judgment, the Press Secretary serves as chief spokesperson for the school system, the Chancellor, Deputy Chancellors, and other members of the Senior Leadership Team of the Department of Education. Additionally, the Press Secretary ensures around the clock contact with members of the news media to respond to fast-breaking news stories and proactively share newsworthy items for coverage in a manner that accurately reflects the policies and educational philosophy of the New York City Department of Education (NYCDOE). In this capacity, the Press Secretary leads media rollouts from issuance through amplification.

**Examples of Typical Tasks**

Manages a team of Deputy Press Secretaries and oversees all external communications coming out of the press office.

Reviews material coming out of all DOE divisions to ensure accuracy and consistency.

Reviews, supervises, and provides comprehensive feedback on all press releases and answers to press inquiries concerning the Department of Education and its offices.

Closely coordinates with the social media point to ensure that information is rapidly disseminated to families and NYC constituents.

Identifies newsworthy announcements and organizes press conferences; sets up interviews with the Chancellor, Deputy Chancellors, and members of the School Leadership Team.

Handles all breaking news.

Develops media strategy for the Department of Education, in coordination with the Executive Director of Communications.

Develops external and internal materials related to media stories, initiatives, and events.

**PRESS SECRETARY (DOE)** (continued)

**Qualification Requirements**

1. A baccalaureate degree from an accredited college or university and four (4) years of professional experience in public relations, journalism, advertising, or in other closely related fields, including two (2) years of experience in a managerial, consultative, administrative or supervisory capacity; or
2. A combination of education and/or experience equivalent to “1” above. However, all candidates must have the two (2) years of administrative, managerial, executive or supervisory experience described in “1” above.

**Direct Lines of Promotion**

**None.** This class of positions is classified in the Non-Competitive Class.