

**CITY OF NEW YORK
NEW YORK CITY DEPARTMENT FOR THE AGING**

CITYWIDE VACANCY NOTICE

Civil Service Title:	<u>Administrative Program Officer (M-I)</u>	Salary:	<u>\$110,000 - \$114,000</u>
Title Code:	<u>10084</u>	Number of Positions:	<u>1</u>
Office Title:	<u>Communications Director</u>	Work Location:	<u>2 Lafayette Street, NYC</u>
Division/Work Unit: <u>External Affairs/Press & Public Information</u>			

Additional Information:

The City of New York is an inclusive equal opportunity employer committed to recruiting and retaining a diverse workforce and providing a work environment that is free from discrimination and harassment based upon any legally protected status or protected characteristic, including but not limited to an individual's sex, race, color, ethnicity, national origin, age, religion, disability, sexual orientation, veteran status, gender identity, or pregnancy.

As a current or prospective employee of the City of New York, you may be eligible for federal loan forgiveness programs and state repayment assistance programs.

Job Description:

New York City is home to approximately 1.7 million older adults, and the Department for the Aging (NYC Aging) is committed to helping them age in their homes and communities. The mission of NYC Aging is to eliminate ageism and ensure the dignity and quality of life of diverse older adults. The NYC Aging also works to support caregivers through service, advocacy, and education.

The Press and Public Information Unit (PPI) promotes the agency's services and resources in the community through media and public outreach. The unit oversees internal and external communications. This includes managing press inquiries, NYC Aging's public-facing website, social media channels, the creation and distribution of marketing materials, and media campaigns. Each month, PPI also issues a Commissioner Column and an electronic newsletter to help share news, updates, and key issues to external stakeholders. In addition, the Unit organizes the agency's press events and helps prepare senior leadership and NYC Aging staff for public speaking and events.

NYC Aging seeks a dynamic, motivated, and detail-oriented individual to serve as the agency's Communications Director. Reporting to the Assistant Commissioner for External Affairs, the incumbent will serve as the agency's spokesperson, lead the fast-paced work of the Press and Public Information unit and its staff, and secure local and national media coverage for the agency.

Responsible for managing the day-to-day operations of the unit, the Communications Director will also oversee responses to press and media inquiries, manage the agency's presence and influence on social media, and draft press releases, Op-Eds, talking points and speeches.

In addition, responsibilities will include:

- Serve in a sensitive position as representative and spokesperson of the agency.
- Actively work to pitch and place stories on NYC Aging programs in various media outlets.
- Respond to all press inquiries with urgency and accuracy.
- Oversee and manage the development, release, and launch of promotional and PSA campaigns, including print, digital, radio and TV media as appropriate.
- Write press releases, Op-Eds, media statements, letters to the editor, and media advisories as needed.
- Coordinate press conferences, briefings, and press events.
- Write, produce, and distribute publications, including newsletters, brochures, and advertising.
- Support social media operations for the agency, as well as its public-facing website, and internal website (GERAS).
- Proactively manage all media relations.
- Assist with crisis communications and management.
- Supervise and develop Press and Public Information unit staff.
- Serve as liaison to sister agency press offices, the Mayor's press/communications teams, the Mayor's Office of Special Projects and Community Events, and the NYC Department of Records and Information Services.

Minimum Qualifications:

1. Graduation from an accredited college with a baccalaureate degree and five (5) years of full-time, professional experience in social services, community relations, public administration or management, of which at least one year must have been in the field of aging, and of which at least one and one-half years must have been in an administrative or managerial capacity; or
2. Education and experience equivalent to "1" above. However, all candidates must have one year of experience in the field of aging and one and one-half years of experience in an administrative or managerial capacity.

Preferred Skills:

- Preferred candidate should have knowledge, familiarity and understanding of the public sector; ideally New York City government.
- Prior professional experience in aging-related field is preferred.
- Preferred candidate should be a strategic thinker with great judgment and discretion.
- The ability to work quickly to meet the demands of a 24-hour news cycle, including working flexible hours a plus.
- The ability to deal with multiple and changing demands in a fast-paced political environment is preferred.
- Self-directed worker with ability to work effectively with other NYC Aging units, sister agencies and community partners preferred.
- Preferred candidate should possess strong interpersonal, organizational, and written/verbal communication skills.
- Ability to handle a flexible work schedule that may include extended hours, weekend, and/or holidays a plus.
- Preferred candidates must be able to multi-task, and prioritize workload.

NOTE: NEW YORK CITY RESIDENCY IS REQUIRED WITHIN 90 DAYS OF APPOINTMENT.

TO APPLY

Please be sure to submit a resume & cover letter when applying.

All current City Employees may apply by going to Employee Self Service (ESS) <http://cityshare.nycnet/ess>

Click on Recruiting Activities/Careers and Search for Job ID #587032

All other applicants, please go to www.nyc.gov/careers/search and search for Job ID#587032

Please do not email, mail or fax your resume to NYC Aging directly.

55-a Program:

This position is also open to qualified persons with a disability who are eligible for the 55-a Program. Please indicate at the top of your resume and cover letter that you would like to be considered for the position through the 55-a Program.

Posting Date: **June 15, 2023**

Post Until: **Filled**

JVN No. **125-23-76 CW**