

**MANHATTAN BOROUGH PRESIDENT’S OFFICE  
CITYWIDE JOB VACANCY NOTICE**

<b>Civil Service Title: Community Coordinator</b>	<b>Salary: \$55,000 - \$60,000 (Annual)</b>
<b>Office Title: Digital Media Specialist</b>	<b>Work Location: One Centre Street, NY, NY 10007</b>
<b>Division/Work Unit: Press</b>	<b>Work Hours: 35 Hours per week. Evening and weekend work may be required.</b>

**JOB DESCRIPTION**

Manhattan Borough President Gale A. Brewer seeks a Digital Media Specialist to be part of her energetic and collaborative Communications team.

The person in this position is responsible for overseeing the Borough President’s social media profile on Twitter and Facebook and will help drive the Borough President’s policy agenda in other online venues as well, including website updating and maintenance (via TeamSite and WordPress), email newsletters (via Mailchimp), YouTube, Livestream webcasts, and event management (via EventBrite). Experience with Facebook Audiences, digital analytics and A/B testing a big plus. (If you’ve done something unique or innovative with SnapChat, Instagram, or LinkedIn, though, we’d like to hear about that, too!)

This is a great spot for someone who has written for and managed social media accounts for a political campaign or a nonprofit organization or, of course, an elected official (or government agency). Knowledge of New York City governmental and multi-cultural infrastructure will help you get up to speed quickly.

Candidates should be a multi-tasker with experience working in fast-paced, data-driven environments and should be fluent in current online media tools, and new tools as they surface.

The Digital Media Specialist will report to the Communications Director, and will work closely with the Press Secretary, the B.P.’s Community Affairs staff, and the B.P. herself to help execute overall communications goals.

**Demonstrable experience with as many of the following tasks as possible:**

- Planning, writing and executing daily social media schedule each week
- Acting on daily ad-hoc posting needs
- Executing regular email blasts (and managing lists for same)
- Serve as a digital media resource for the office
- Regularly update and maintain office’s .gov website
- Keep abreast of social media feeds in NYC government/nonprofit/Manhattan Tech communities
- Assist with special events as needed (occasional nights and weekends with comp time)
- Video/audio writing, producing, recording and editing
- Knowledge of government/education/nonprofit ecosystems-- preferably in NYC.
- Ability to collaborate with good humor and multi-task from high-end creative work to repetitive digital maintenance work
- Spanish language literacy a big plus

**MINIMUM QUALIFICATIONS**

1. A baccalaureate degree from an accredited college and two years of experience in community work or community centered activities in an area related to the duties described above; or
2. High school graduation or equivalent and six years of experience in community work or community centered activities in an area related to the duties as described above; or
3. Education and/or experience which is equivalent to "1" or "2" above. However, all candidates must have at least one year of experience as described in "1" above.

## **PREFERRED QUALIFICATIONS**

- 1 to 2 years of relevant work experience desirable; and a demonstrated record of leading successful online media projects;
- Bachelor's degree required;
- Strong writing skill and good editorial judgment;
- Experience or knowledge of how to properly represent a government entity through digital media;
- Superior project management skills with a demonstrated-outcomes orientation and the ability to work in a fast-paced, dynamic environment; and
- Flexibility to accommodate irregular and sometimes long work hours.

Please send a cover letter, resume, and two writing samples (one long and one short, no longer than two pages each—please do NOT send tweets) and social media handles of accounts you have been largely responsible for. Software/App tags: Twitter, Facebook, Flickr, Livestream, TeamSite CMS, WordPress, Adobe CS (current version), Final Cut Pro, MailChimp, Excel, CiviCRM, Google Analytics, Eventbrite, Windows, OSX, Microsoft Office. We are a dual PC and Mac shop.

## **TO APPLY**

### **Interested candidates must do the following steps:**

1. Email a cover letter, resume, and two writing samples (each no longer than 2 pages) in a single PDF document to [resumes@manhattanbp.nyc.gov](mailto:resumes@manhattanbp.nyc.gov) with “**Digital Media Specialist**” in the subject line
2. **Non-City Employees:** Apply to position on the NYC Careers website click, <https://a127-jobs.nyc.gov> and search for Job ID#342444

**City Employees:** Apply via Employee Self-Service (ESS). Click on recruiting Activities>Careers and search for Job ID#342444

Submission of a resume is not a guarantee that you will receive an interview. Only those candidates under consideration will be contacted.

The Office of the Manhattan Borough President is committed to a diverse workforce, and we seek diversity among applicants for this position. People of color, women, gay/lesbian/bisexual/transgender people, people with disabilities, and veterans are encouraged to apply.

New York City residency is required within 90 days of appointment. However, City employees in certain titles who have worked for the City for two (2) continuous years may also be eligible to reside in Nassau, Suffolk, Putnam, Westchester, Rockland, or Orange County.

**The City of New York is an Equal Employment Opportunity Employer**