

**City of New York
CONSUMER AFFAIRS
Job Vacancy Notice**

Civil Service Title: ADMINISTRATIVE PUBLIC INFORMATION SPECIALIST	Level: M2
Title Code No: 10033	Salary: Commensurate with experience
Office Title: Director of Communications	Work location: 42 Broadway, New York, NY
Division/Work Unit: Communications and Marketing	Number of Positions: 1
Job ID: 222504	Hours/Shift: 35 hours (minimum)

Job Description

The Department of Consumer Affairs (DCA) empowers consumers and businesses to ensure a fair and vibrant marketplace. DCA licenses and regulates over 80,000 businesses in 55 different industries, and enforces the Consumer Protection Law and other related business laws in New York City. The agency educates the public and businesses through outreach and partnerships with stakeholders throughout the City. DCA performs onsite inspections of businesses to ensure compliance with license regulations, weights and measures regulations, and the New York City Consumer Protection Law.

Through its Office of Financial Empowerment, DCA assists low-income and immigrant New Yorkers to build assets and make the most of their financial resources by providing free financial counseling at Financial Empowerment Centers across the City, access to mainstream banking, and encouraging Earned Income Tax Credit utilization.

Effective April 1, 2014, under New York City's Earned Sick Time Act, most employers in New York City will be required to give their employees sick leave. DCA is charged with enforcement of this law. DCA is also responsible for enforcement of New York City's Transit Benefits law. Pursuant to that law, effective January 1, 2016, certain employers will be required to offer their full-time employees the opportunity to use pre-tax earnings to purchase qualified transportation fringe benefits.

The Communications & Marketing Division is seeking a Director of Communications whose duties and responsibilities include, but are not limited to:

- Serve as agency's senior lead on the day-to-day press operations, including evenings and weekends as needed.
- Develop and implement press strategy around the agency's events and announcements.
- Develop strong relationships with the media.
- Ensure communication strategy is consistent and reflects the organization's strategic vision.
- Generate press coverage, including identifying and pitching to targeted outlets and reporters, coordinating press conferences and managing response to incoming press inquiries.
- Draft press releases, statements, advisories, briefings, blog posts, agency reports and speeches.
- Attend events as needed for media and social media coverage.
- Work closely with the Commissioner, as well as multiple divisions, on press for the agency.
- Prepare spokespeople and staff interviews with outlets to ensure accuracy of information and delivery of key messages.

This position will report to the Acting Associate Commissioner of Communications & Marketing.

Qualification Requirements

1. A Baccalaureate degree from an accredited college with 24 credits in English, journalism or public relations, plus five (5) years of full-time paid experience in public relations, journalism or advertising, including two (2) years in an administrative, supervisory or consultative capacity; or
2. A combination of education and/or experience which is equivalent to "1" above. Graduate study in English, journalism, or public relations may be substituted for up to one year of required experience. However, all candidates must have at least two (2) years of administrative, supervisory, or consultative experience in public relations, journalism or advertising.

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

Preferred Skills

- Exceptional writing and editing skills.
- Excellent communications skills.
- Must be detail-oriented.
- Ability and willingness to ask questions, seek work assignments, learn quickly, multitask and meet tight deadlines required.
- Knowledge of social media preferred.
- Bachelor's degree in journalism, communications, public relations, English or marketing preferred.

To Apply

For Non-City/External Candidates: Visit the [External Applicant NYC Careers site](#) and type "Consumer Affairs" on the search line. Then locate the Job ID number.

For Current City Employees: Visit [Employee Self Service \(ESS\)](#) to view and click on Recruiting Activities, Careers, and search by Job ID number.

***A RESUME AND COVER LETTER ARE REQUIRED.
PLEASE INDICATE IN YOUR COVER LETTER HOW YOU HEARD ABOUT THIS POSITION.
INCOMPLETE APPLICATIONS WILL NOT BE CONSIDERED.
NO PHONE CALLS, FAXES, E-MAILS OR PERSONAL INQUIRIES PERMITTED.
NOTE: ONLY THOSE CANDIDATES UNDER CONSIDERATION WILL BE CONTACTED.***

Post Date: 11/12/2015

Post Until: Filled

DCA and The City of New York are Equal Opportunity Employers.