

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

<b>Civil Service Title:</b> ADMINISTRATIVE PUBLIC INFORMATION SPECIALIST	<b>Level:</b> M1
<b>Title Code No:</b> 10033	<b>Salary:</b> Commensurate with Experience
<b>Office Title:</b> Press Secretary	<b>Work location:</b> 42 Broadway, New York, NY
<b>Division/Work Unit:</b> External Affairs	<b>Number of Positions:</b> 1
<b>Job ID:</b> 262548	<b>Hours/Shift:</b> 35 hours (minimum)

**Job Description**

The Department of Consumer Affairs (DCA) licenses, inspects, and educates businesses, assists and informs consumers, mediates complaints, and offers free financial counseling and safe banking products. DCA enforces the Consumer Protection Law, the Paid Sick Leave Law and other related business laws throughout New York City and licenses nearly 80,000 businesses in 55 different industries. For more information, call 311 or visit DCA online at [nyc.gov/consumers](http://nyc.gov/consumers) or on its social media sites, [Twitter](#), [Facebook](#), [Instagram](#) and [YouTube](#).

As part of DCA’s External Affairs Division, the Press Secretary serves, at times, as a spokesperson for the Agency and implements media strategy. She/he is responsible for day-to-day press operations, maintaining a comprehensive media list, and strategizing new ways to educate New Yorkers about DCA initiatives. On a daily basis, the Press Secretary is called upon to quote Agency policy on a wide array of Agency activities and to stay abreast of emerging issues that may require Agency action. The Press Secretary works closely with the Deputy Commissioner of External Affairs and the Associate Commissioner of Communications and Marketing.

Specific duties will include, but are not limited to:

- Develop and implement press strategy.
- Generate press coverage, including pitching to targeted outlets, and coordinating press conferences and response to incoming press inquiries.
- Draft press releases, statements, advisories, briefings, blog posts, and speeches.
- Attend events for media coverage.
- Prepare spokespeople and staff for interviews with media outlets to ensure accuracy of information and delivery of key messages.
- Coordination of press with elected officials.

**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**

1. Proven and extensive experience writing and editing press releases, media advisories, talking points, speeches, articles, pamphlets, scripts and other audio-visual materials, required.
2. Ability to coordinate press conferences and events.
3. Strong knowledge and experience working with New York City media, as well as relevant social and trade media.

4. Strong ability to condense complex and/or dense information in a brief and engaging way.
5. Strong ability to communicate ideas creatively.
6. Strong organization, professional manner, ability to meet deadlines, and attention to detail, required.
7. Ability to work with all divisions in the agency to find newsworthy stories and pitch stories and events to newspapers and television stations.
8. Public speaking ability required.
9. Knowledge of New York City government preferred.
10. Multi-language proficiency - both spoken and written - a plus.
11. Experience using Microsoft Office and knowledge of the Internet required.
12. Interest in consumer and business issues preferred.

### **To Apply**

**For Non-City/External Candidates:** Visit the [External Applicant NYC Careers site](#). Click on “Non-Employee Login” and search by 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:** 09/14/2016

**Post Until:** Filled

**DCA and The City of New York is an Equal Opportunity Employer**