

**City of New York
Department of Information Technology & Telecommunications
Job Posting Notice**

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| Civil Service Title: Administrative Public Information Specialist | Level: M1 |
| Title Code No: 10033 | Salary: \$53,051/\$57,210 - \$85,000 |
| Business Title: Senior Digital Manager | Work Location: 253 Broadway, NY NY |
| Division/Work Unit: Office of Digital Strategy | Number of Positions: 1 |
| Job ID: 217069 | Hours/Shift: Day - Due to the necessary duties of this position in a 24/7 operation, candidate may be required to work overtime and work various shifts such as weekends and/or evenings. |
| Job Description (New York City Residency required within 90 days of appointment) | |
| <p>The City of New York is dedicated to improving engagement with residents and businesses by developing tools that will enhance government transparency, improve delivery of City services, and promote civic engagement. The Office of Digital Strategy (NYC Digital) works closely with the Mayor's Office of Operations, Mayor's Office of Data Analytics, NYC Economic Development Corporation, NYC Law Department, Department of Information Technology and Telecommunications, NYC & Co, Mayor's Office of Technology and Innovation, Department of Small Business Services, and the Mayor's Communication's Office to help develop forward-thinking policies and usage for digital tools to better serve the public and support the growth of New York City's tech ecosystem.</p> <p>The successful candidate will serve as a Senior Digital Manager reporting to the Office of Digital Strategy. Responsibilities will include: Direct and supervise New York City's website, NYC.gov, and all web properties across all City agencies, departments, and offices; oversee the development of smartphone and web applications; develop, oversee, and operate citywide social media management and analytics platforms, ensuring agency adoption and effective use; supervise New York City government digital communications (200 channels) on a near-real-time basis using social media management platforms; provide guidance to agencies that need assistance using management and analytics platforms; develop and oversee compliance with City guidelines, policies, and protocols; oversee the distribution and direction of important messaging to all digital managers; participate in the development of annual digital progress report and present digital strategy; and manage special digital media projects and initiatives as assigned. The position's responsibilities include commitment to and compliance with the City's EEO policy.</p> | |
| Minimum Qualification Requirements | |
| <p>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</p> <p>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.</p> | |
| Preferred Skills | |
| <p>The preferred candidate should possess the following: Extensive experience in digital media initiatives; management and development experience in digital media; excellent contacts in the digital media sector; knowledge of NYC Government operations and public policy background; demonstrated experience working with technical and non-technical staff; exceptional knowledge of Microsoft Office programs; outstanding collaboration and team-building skills; strong written and verbal communication skills; excellent analytic, organization, presentation, and facilitation skills; ability to manage multiple tasks under tight deadlines; and the ability to interface with executive level management and give senior-level presentations.</p> | |
| To Apply | |
| <p>For City employees, please go to Employee Self Service (ESS), click on Recruiting Activities > Careers, and search for Job ID #217069 For all other applicants, please go to www.nyc.gov/jobs/search and search for Job ID #217069</p> <p style="text-align: center;">-or-</p> <p>If you do not have access to a computer, please mail resume indicating Job ID # to: Department of Information Technology and Telecommunications (DoITT) Recruitment Office - 255 Greenwich Street - 9th Floor - New York, NY 10007</p> | |
| <p>SUBMISSION OF A RESUME IS NOT A GUARANTEE THAT YOU WILL RECEIVE AN INTERVIEW APPOINTMENTS ARE SUBJECT TO OVERSIGHT</p> | |
| Posting Date: October 2, 2015 | Post Until: Filled |

The Department of Information Technology & Telecommunications and the City of New York are equal opportunity employers.