

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

Civil Service Title: Administrative Business Promotion Coordinator	Level: M3
Title Code No: 10009	Salary: \$65,107/\$70,213 - \$130,000
Business Title: Associate Commissioner, Media Strategy	Work Location: Manhattan, NY
Division/Work Unit: Mayor's Office of Media & Entertainment (MOME)	Number of Positions: 1
Job ID: 240230	Hours/Shift: Due to the necessary management duties of this position in a 24/7 operation, candidate may be required to be on call and/or work various shifts such as weekends and/or nights/evenings.

Job Description

(New York City Residency required within 90 days of appointment)

The Mayor's Office of Media and Entertainment is comprised of two divisions: the Office of Film, Theatre, and Broadcasting, and NYC Media. The Office of Film, Theatre and Broadcasting serves as a one-stop shop for the entertainment industry and promotes New York City as a thriving center of creativity, issuing permits for productions filming on public property, and facilitating production throughout the five boroughs. NYC Media is the City's official broadcast network and media production group, with programming that informs, educates, and entertains New Yorkers about the City's diverse people, neighborhoods, services, attractions, and activities.

The successful candidate will serve as the Associate Commissioner of Media Strategy reporting to the Mayor's Office of Media & Entertainment (MOME). Responsibilities will include:

- In partnership with the senior leadership team and in coordination with the Associate Commissioner of Communications and Marketing, drive communications and marketing strategies and events for MOME;
- In conjunction with the Associate Commissioner of Communications, will serve as key liaison for MOME among industry press;
- Research and interpret industry trends and related information for use in the development of media strategies;
- Support the development and implementation of the annual marketing strategy, communications plan and brand management plan;
- Develop strategic partnerships with key influencers (internal and external), platforms and industry partners;
- Manage relationships with media partners, publicists and talent agents;
- Develop and pitch stories to industry press;
- Draft talking points, remarks and speeches for all industry events;
- Define and continuously evolve content strategy that supports and extends industry press initiative;
- Manage special projects and initiatives as assigned.

The position's responsibilities include commitment to and compliance with the City's EEO policy.

Minimum Qualification Requirements

1. A baccalaureate degree from an accredited college or university and five years of full-time paid experience acquired within the last fifteen years, of supervisory or administrative experience including handling of business promotion or urban economic problems, at least 2 years of which must have been in a managerial or executive capacity with primary focus on business promotion or urban economic planning;

or

2. A satisfactory equivalent combination of education and experience. However all candidates must have 2 years of managerial or executive experience as described in "1" above.

Appropriate graduate study in an accredited college or university may be substituted for the general experience on a year-for-year basis. All candidates must have a four-year high school diploma or its equivalent approved by a State's Department of Education or a recognized accrediting organization.

Preferred Skills

The preferred candidate should possess the following:

- 10+ years of leadership experience in media relations, with at least 5 years experience in media / entertainment industry;
- Deep knowledge of media industry dynamics;
- Hands-on experience leading strategy or other relevant projects;
- Experience creating and delivering executive-level presentations;
- Results driven and able to work in complex organizations;
- Excellent interpersonal, oral and written communication skills;
- Ability to think holistically about organizational needs; Demonstrated staff management and development capabilities;
- Excellent computer skills in Microsoft Office, including Word, Excel, and PowerPoint.

To Apply

For City employees, please go to Employee Self Service (ESS), click on Recruiting Activities > Careers, and search for Job ID #240230

For all other applicants, please go to www.nyc.gov/jobs/search and search for Job ID #240230

-or-

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

SUBMISSION OF A RESUME IS NOT A GUARANTEE THAT YOU WILL RECEIVE AN INTERVIEW
APPOINTMENTS ARE SUBJECT TO OVERSIGHT APPROVAL

Posting Date: May 6, 2016	Post Until: Filled
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