



**NYC**  
**Mayor's Office of  
Immigrant Affairs**

<b>JOB ID</b>	337499
<b>CIVIL SERVICE TITLE</b>	Community Coordinator
<b>BUSINESS TITLE</b>	DIGITAL COMMUNICATIONS COORDINATOR

## **JOB DESCRIPTION**

MOIA promotes the well-being of immigrant communities by recommending policies and programs that facilitate successful integration of immigrant New Yorkers into the civic, economic, and cultural life of the City. Among the office's broad portfolio, MOIA is one of the lead agencies for IDNYC, New York City's groundbreaking municipal ID program, and is spearheading ActionNYC, a program providing immigration legal services for every immigrant New Yorker. The work of the Office cuts across a broad range of issues citywide—for example, workers' rights, health equity, and language access—and MOIA works closely with sister cities around the country to promote immigrant inclusion.

MOIA seeks a Digital Communications Manager with experience working in issue-oriented or political communications to manage the office's online presence and support MOIA's communications work under the supervision of the Director of Communication. This is the ideal position for a strong writer with experience in issue-oriented or political communications, digital media and project management. The ideal candidate will also have a familiarity with creative communications and storytelling tools, as well as experience with website management. Basic knowledge of City government is preferred. Qualified applicants follow the news and have the ability to quickly digest new information and produce original content.

The Digital Communications Manager will be tasked with creating content that brings New Yorkers the information they need on issues that affect their lives, managing all of the Office's digital platforms and members of the digital team, and leveraging a range of digital platforms and tools to illuminate how the Office's work impacts immigrants in NYC. Projects and tasks will range from policy-driven campaigns to rapid-response tweets, video and photo projects, and Facebook Live events. The Digital Communications Manager will work closely with MOIA and other City and nonprofit partners to conduct digital outreach to communities and neighborhood across the City to ensure the City's programs and policies in support of immigrant communities are clearly communicated.

**The ideal candidate is:**

- An active contributor to social media;
- A clear communicator in email and in person;
- A good producer – possesses keen attention to detail from germination of idea to execution;
- Precise, a skilled fact-checker; and
- Passionate about politics and avidly follows what’s happening both locally and nationally.

**Under the direction of the Communications Director, the Digital Communications Manager will be tasked with:**

- Planning and implementing policy-driven social media campaigns;
- Forecasting and drafting daily digital content;
- Assisting in the maintenance and development of creative communications tools to further outreach initiatives (e.g., online calendars for upcoming events, email campaigns, volunteer sign up forms);
- Developing and executing creative communications projects such as videos, gifs, infographics, photo essays, or Medium posts;
- Maintaining the Office’s websites and generating new content;
- Feeding in recommendations for improving the Office’s digital strategy or communications infrastructure;
- Identifying strategic and innovative opportunities to amplify the Office’s work through online platforms.
- Monitoring and tracking progress of special projects through multiple stages;
- Reporting back on the success of various digital outreach strategies;
- Collaborating closely with the Outreach, IGA and IDNYC teams, among others, to ensure digital coverage of Days of Outreach, Weekends of Faith, and other community activations;
- Working with MOIA staff and other City agencies and Mayoral offices to produce collaborative content;
- Maintaining communication with the Mayor’s Office of Creative Communications team on collaborative posts and projects, and recommended content for City Hall social media channels; and
- Resolving and/or escalating issues in a timely manner as necessary.

### **Minimum Qualification Requirements:**

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 Skills:**

- Strong knowledge of New York City, and local and national politics;
- Ability to communicate in a clear and concise manner, both verbally and in writing;
- Highly professional demeanor;
- Ability to juggle multiple priorities;
- Experience working with diverse individuals and communities; and
- Willingness to work evenings and weekends.
- Familiarity with Adobe Creative Suite preferred (e.g., Photoshop, Indesign, etc.).
- Fluency in a language other than English preferred.

**Salary: \$50,362**

**To Apply:** Submit cover letter, resume and three references to [rboeglin@moia.nyc.gov](mailto:rboeglin@moia.nyc.gov) with the subject line: "Digital Communications Manager – MOIA."

**Hours/Schedule:** 9 to 5 with some expectation of nights and weekends

**New York City Residency Is Required Within 90 Days Of Appointment  
The City Of New York And The Office Of The Mayor Are Equal Opportunity Employers**