City of New York
DEPARTMENT OF CORRECTION
Job Vacancy Notice

Civil Service Title: Computer Specialist (Software)	**Level:** None
Title Code No: 13632	**Salary:** $75,000-$90,000 **Frequency:** ANNUAL
Business Title: Digital Media Manager	**Work location:** 75-20 Astoria Blvd., East Elmhurst, NY 11370
Division/Work Unit: Human Resources	**Number of Positions:** 1
Job ID: 201793	**Hours/Shift:** Day Tour

Job Description

The New York City Department of Correction is seeking to recruit an Employer Brand Content Strategist to provide marketing and communications support to the Recruiting team within the Office of Human Resources. Under general supervision and with latitude to exercise independent judgment, the incumbent will provide marketing, communications and social media support to the Recruiting staff, and will work closely with the Department of Communications and Public Information (DCPI) to ensure seamless implementation of recruitment/employer brand marketing initiatives. Typical duties of this position may include but is not limited to:

- Composing recruiting/employer brand press releases, advisories, speeches, talking points, related presentations, and information;
- Writing/editing recruiting content for the DOC career website, online ads/media buys, e-blasts, newsletters and other print and digital marketing materials, and obtaining necessary approvals prior to publishing;
- Creating and maintaining a monthly calendar of recruiting/employer brand content for all DOC social media platforms (LinkedIn, Facebook, Twitter, Instagram) and liaising with the DCPI to publish;
- Working with DCPI Communications & Media Specialists to plan, execute, and manage social media recruiting/employer brand campaigns;
- Partnering with the Senior Graphic Designer/Artist to ensure integration of recruiting photography and graphic design standards into social media posts, as well as print and digital marketing materials;
- Performing ongoing maintenance of the DOC employer brand content on recruiting sites such as Glassdoor and Idealist;
- Obtaining monthly social media reports from DCPI, analyzing performance, growth, engagement and effectiveness of recruiting messages/campaigns to the Recruiting Team; and
- Performing related duties and special projects as required.

Minimum Qualification Requirements

1. A baccalaureate degree from an accredited college, including or supplemented by 24 semester credits in computer science or a related computer field and two years of satisfactory full-time computer software experience in computer systems development and analysis, applications programming, database administration, maintenance and support, systems programming, data communications, mainframe development, mobile development, web development and design, including one year in a project leader capacity or as a major contributor on a complex project; or
2. A four-year high school diploma or its educational equivalent and six years of satisfactory full-time computer software experience as described in "1" above, including one year in a project leader capacity or as a major contributor on a complex project; or
3. Education and/or experience equivalent to "1" or "2" above. College education may be substituted for up to two years of the required experience in "2" above on the basis that 60 semester credits from an accredited college is equated to one year of experience. A masters degree in computer science or a related computer field, or a certificate of at least 625 hours in computer programming from an accredited technical school (post high school), may be substituted for one year of the required experience in "1" or "2" above. However, all candidates must have at least a four-year high school diploma or its educational equivalent and at least one year of satisfactory full-time experience in a project leader capacity or as a major contributor on a complex project.

Special Note

To be eligible for placement in Assignment Level IV, in addition to the Qualification Requirements stated above, individuals must have one additional year of satisfactory experience in a project leader capacity or as a major contributor on a complex project in data administration, database management systems, operating systems, data communications systems, capacity planning, and/or applications programming.

Preferred Skills

Exceptional copywriting, copyediting and proofreading skills. Strong familiarity with social media tools, resources and channels (LinkedIn, Facebook, Twitter, Instagram, YouTube, Vine, Snapchat, Vimeo, Tumblr, etc.) as well as the nuances in creating content for each channel; Proficient in social media analysis and optimization strategies, including use of tools such as Google Analytics, Hootsuite, Iconosquare; Self-directed with the proven ability to take initiative as a problem solver; capable of multi-tasking and handling high-stress crisis communications situations; Strong attention to detail along with exceptional communication and presentation skills; Ability to thrive in a fast-paced, deadline driven, constantly evolving, dynamic environment; Knowledge of marketing and promotional strategies; MS Office proficiency (Word, Excel, PowerPoint, Outlook); Ability to understand and communicate information about sensitive criminal justice issues; Relevant experience in publishing, social media strategy, or marketing communications.

Residency Requirements

New York City residency is not required for this position.

To Apply

For City employees: Go to Employee Self-Service (ESS)-www.nyc.gov/ess and search for Job ID#:201793

For all other applicants: Go to www.nyc.gov/careers and search for Job ID#: 201793

Submission of a resume is not a guarantee that you will receive an interview.

Only candidates under consideration will be contacted.

Post Date: 07/24/2015	**Post Until:** 08/10/2015

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