CITY OF NEW YORK
NEW YORK CITY DEPARTMENT FOR THE AGING

CITYWIDE VACANCY NOTICE

Civil Service Title: Administrative Program Officer (M-I)  |  Salary: $90,000 - $100,000
Title Code: 10084  |  Number of Positions: 1
Office Title: Press Secretary  |  Work Location: 2 Lafayette Street, NYC
Division/Work Unit: Office of the Chief of Staff/Press and Public Information

Job Description:

New York City is home to approximately 1.64 million older adults, and the Department for the Aging (DFTA) is committed to helping them age in their homes and communities. The mission of DFTA is to eliminate ageism and ensure the dignity and quality of life of diverse older adults. DFTA also works to support caregivers through service, advocacy, and education.

DFTA seeks a dynamic, motivated and detail-oriented individual to serve as Press Secretary (director-level), reporting to the Chief of Staff, to serve as DFTA's spokesperson and oversees the agency's press and media relations efforts, in addition to managing publications and external communication. The Press Secretary is responsible for responding to press and media inquiries and planning and securing local and national media coverage for the agency through the generation of press releases, story pitches and social media posts, as well as through close working relationships with the press corps.

In addition, responsibilities will include:

- Act as DFTA's spokesperson; serve in a sensitive position as representative for the Agency.
- Actively work to place stories on DFTA programs in various media outlets; conduct promotions campaigns, and produce/place radio and TV public service announcements as appropriate.
- Respond to all press inquiries with urgency and accuracy.
- Conceptualize, recommend and implement comprehensive media outreach strategies for Department programs.
- Serve as liaison to the Mayor's Office, City Hall Press Office, Mayor's Office of Special Events, and other City Agency Press Offices.
- Coordinate press conferences, briefings and events.
- Write press releases, OpEds, media statements, letters to editor, and media alerts as needed.
- Assist in crisis communications response.
- Write and/or edit, produce and distribute DFTA publications including the newsletters, brochures and advertising.
- Supervise Press and Public Information staff.
- Support social media operations for agency, website, and speech writing.

Minimum Qualifications:

1. Graduation from an accredited college with a baccalaureate degree and five (5) years of full-time, professional experience in social services, community relations, public administration or management, of which at least one year must have been in the field of aging, and of which at least one and one-half years must have been in an administrative or managerial capacity; or
2. Education and experience equivalent to "1" above. However, all candidates must have one year of experience in the field of aging and one and one-half years of experience in an administrative or managerial capacity.

Preferred Skills:

- Knowledge, familiarity and understanding of public sector; ideally New York City government
- Prior professional experience in aging-related field.
- Strategic thinker with great judgment and discretion.
- Ability to work quickly to meet the demands of a 24-hour news cycle, including working flexible hours.
- Ability to deal with multiple and changing demands in a fast-paced political environment.
- Self-directed worker with ability to work effectively with other DFTA units, other agencies and community partners.
- Strong interpersonal, organizational and excellent written and verbal communication skills.
- Available for flexible work schedule that may include extended hours, weekend, and/or holidays.
- Ability to multi-task, and prioritize workload.

NOTE: NEW YORK CITY RESIDENCY IS REQUIRED WITHIN 90 DAYS OF APPOINTMENT.

TO APPLY

Please be sure to submit a resume & cover letter when applying.

All current City Employees may apply by going to Employee Self Service (ESS) http://cityshare.nycnet/ess
Click on Recruiting Activities/Careers and Search for Job ID # 415594
All other applicants, please go to www.nyc.gov/careers/search and search for Job ID # 415594

Please do not email, mail or fax your resume to DFTA directly.

Posting Date: November 1, 2019  |  Post Until: January 29, 2020  |  JVN No. 125-20-37CW

WE ARE AN EQUAL OPPORTUNITY EMPLOYER

Note: This position is open to qualified persons with a disability who are eligible for the 55-a Program.