



**Mayor's Office for International Affairs**  
**Assistant Press Secretary/Communications Manager**  
**JOB ID# 16480**

**About the Office:**

The Mayor's Office for International Affairs serves as the liaison between the City and New York City's international community, which includes 193 Permanent Missions, 114 Consulates, and the headquarters of the United Nations. The Office is building a global platform from which the City can promote its goals for a more just and equitable society, showcase the diversity of New Yorkers and share best practices with the world. The Office also works to foster positive relations and to encourage collaboration between the international community and New York City's agencies and local neighborhoods.

**About the Role:**

The Assistant Press Secretary/Communications Manager will support the Commissioner as well as the Deputy Commissioner for Policy and Communications in promoting the role of New York City and its equity agenda in global affairs. They will have the unique opportunity to help build and execute a comprehensive communications plan to increase awareness around a new vision and brand for this longstanding City agency. The ideal candidate will have a passion for international affairs and working in government and possess a strong working knowledge of social media platforms, strong writing skills along with a solid understanding of branding, and a good eye for merging written communication with visual design, and the ability to create and produce new content.

This is an exciting opportunity to join a fast paced office working with senior staff and officials across the Mayor's Office, NYC agencies, the United Nations, Permanent Missions to the UN and Consulates General. A high degree of professionalism is required.

Working closely with the Deputy Commissioner and colleagues, the individual will:

- Manage social media channels on a daily basis, including but not limited to, Twitter, Facebook, Tumblr, Instagram and YouTube; create new content for social media channels; develop a social media strategy for outreach
- Develop and present ideas for social media campaigns and act as the primary liaison to social media leads at NYC Agencies and partner organizations
- Manage and lead a Tumblr campaign, including producing and creating original content
- Manage website for office, including editing and updating content as necessary (nyc.gov/International)
- Photography during events; organize and archive photographs
- Compile daily news briefings

- Assist with expanding and maintaining media lists, and building relationships with press contacts; manage press outreach and pitching to local and international press outlets
- Assist in drafting and editing talking points for media appearances and events for the Commissioner
- Other special projects as assigned

**Qualifications:**

- BA degree in public relations, communications, journalism, international affairs, or a related field
- 2-3 years of social media marketing experience and/or experience in a related communications field; previous government experience highly desirable
- Graphic design experience preferred; basic Photoshop and InDesign skills required
- Proven track record leading social media campaigns
- Proven track record of pitching to press outlets and familiarity with the NYC press corps and/or international press outlets
- Strong writing skills required
- Proficiency with website editing; video editing skills highly desirable
- Proven ability to manage and prioritize multiple projects simultaneously, meet deadlines, and consistently deliver high quality results
- Strong judgement and problem solving skills
- Ability to work effectively as a member of a team
- Proficiency in languages beyond English is welcome

**To Apply:** If interested, please submit a cover letter, resume, and a brief writing sample (Maximum of 3 pages) to [Candidate Application](#).

In your cover letter please reference a social media campaign you have been involved in and why it was successful. Please feel free to attach any other supporting documents as appropriate, including any materials showcasing the skill set referenced above (not required).

**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**