



Mayor's Office of Talent & Workforce Development

Position Title: Content Manager

The Mayor's Office of Talent and Workforce Development ("NYC Talent") is seeking a [Senior] Content Manager.

The Team You'll Work With:

The Mayor's Office of Talent and Workforce Development ("NYC Talent") works to mobilize New Yorkers and the local talent development infrastructure to achieve an inclusive economy and realize the citywide employment objectives laid out in Mayor Eric Adams' Executive Order #22. To do this, NYC Talent partners with and mobilizes public agencies, educational institutions, non-profits, unions, communities, and industry so that:

- NYC residents succeed in fulfilling, economically secure careers
- NYC employers can thrive because they hire, train, and advance diverse talent and operate in a supportive local business environment
- All New Yorkers benefit from shared prosperity

To promote equity and relentlessly tackle historic employment disparities, we aggregate and align public and private resources to match talent to opportunity; disaggregate data to understand and adapt to the rapidly changing labor market; leverage technology advancements; promote targeted policies; and engage employers and jobseekers.

The Organization You'll Join:

About the WDC: The Workforce Development Corporation (WDC) is an independent not-for-profit created by the City of New York. The WDC and NYC Talent work in partnership to jointly develop, fund, and manage workforce and training initiatives to create a skilled workforce in the city of New York.

● The Problems You'll Solve

The Content Manager will lead the effort to centralize web content that helps New Yorkers connect to workforce opportunities. Much of the day-to-day work will be managing content on the office's workforce websites including Job Ready NYC and the Workforce Data Portal. They'll form and manage relationships with various City stakeholders to stay aware of program changes and new developments in the workforce landscape.

Specific Responsibilities:

- Identify new and existing workforce training programs that are available to New Yorkers.
- Write new content and maintain a collection of public-facing web content about workforce training programs from multiple City agencies.
- Manage editorial calendar and style guide for the purpose of keeping content up to date.
- Develop and maintain strong, collaborative relationships with workforce programs in and outside of City government to maintain accurate and up-to-date web content.
- Communicate changes to workforce development programs, policies, and services to the team on a regular basis.
- Develop and manage marketing and outreach initiatives with newsletters, blog posts, and other mediums including engagements at career fairs and other in-person events.
- Create and manage content for the NYC Talent agency website.
- Identify new content needs and implement them in collaboration with the workforce product team.
- Track content metrics through web analytics tools and suggest content changes based on metrics.
- Other duties as assigned.

About You

- 2+ years of professional experience in content management, copywriting, communications, or related fields
- Expert in plain language and able to communicate information simply through writing
- Deep affinity in building and maintaining relationships with multiple stakeholders
- Some experience in working within Content Management Systems like Wordpress and web analytics tools like Google Analytics and Tag Manager
- Preferred experience in the public or non-profit sector in helping vulnerable communities engage with public services including workforce development programs
- Commitment to the mission of advancing greater equality and opportunity
- Can organize work for yourself and work with teams of product managers, designers, and software engineers.
- Integrity, credibility, and a demonstrated commitment to NYC Talent's mission and goals.
- A commitment to increasing equitable job access to growing sectors for New Yorkers.
- Comfortable working in a fast-paced environment, managing multiple projects simultaneously and prioritizing projects to meet deadlines.
- Entrepreneurial and collaborative style that works well in teams.

Salary

\$80,000 to 105,000

Equal Opportunity | Diversity Equity & Inclusion Statement

The Office of the Mayor is an inclusive equal opportunity employer committed to recruiting and retaining a diverse workforce and providing a work environment that is free from discrimination and harassment based upon any legally protected status or protected characteristic, including but not limited to an individual's sex, race, color, ethnicity, national origin, age, religion, disability, sexual orientation, veteran status, gender identity, or pregnancy. The Adams Administration values diversity — in backgrounds and in experiences that is reflective of the city it serves. Applicants of all backgrounds are strongly encouraged and welcome to apply.

If you are a qualified individual with a disability or a disabled veteran, you may request a reasonable accommodation if you are unable or limited in your ability to access job openings or apply for a job on this site as a result of your disability. You can request reasonable accommodations by EEO at EEO@cityhall.nyc.gov.

New York City Residency Is Required Within 90 Days of Appointment