

**CITY OF NEW YORK  
NEW YORK CITY DEPARTMENT FOR THE AGING**

**CITYWIDE VACANCY NOTICE**

Civil Service Title:	<u>Administrative Public Information Specialist (M-I)</u>	Salary:	<u>\$54,643 - \$150,371* \$58,926 - \$150,371**</u>
Title Code:	<u>10033</u>	Number of Positions:	<u>1</u>
Office Title:	<u>Deputy Director of Public Affairs</u>	Work Location:	<u>2 Lafayette Street, NYC</u>
Division/Work Unit:	<u>External Affairs/Public Affairs</u>		

**Job Description:**

Through service, advocacy and education, the New York City Department for the Aging (DFTA) works to eliminate ageism and to ensure the dignity of the city's diverse older adults. The city is home to approximately 1.4 million older adults, and that number is projected to keep growing. The Department for the Aging also supports the needs of caregivers.

The right person for the position will help execute DFTA's day-to-day and long-term communications and marketing needs within the Bureau of External Affairs. The Deputy Director of Public Affairs will report to the Director of Public Affairs.

Responsibilities include but aren't limited to assisting the Director of Public Affairs with the following:

- Creating and posting videos, photos and more to social media and analyzing the performance of content.
- Performing research.
- Tracking relevant press coverage.
- Creating press releases, media advisories, speeches, fact sheets and talking points.
- Developing and maintaining media/reporter lists.
- Promoting agency accomplishments through targeted media pitching, events and other creative strategies.
- Formulating responses to media inquiries and obtaining approval.
- Interacting with and responding to reporters' requests in a positive and timely manner.
- Preparing agency officials for media interviews and roundtables.

Additionally, the employee may be asked to assist the Director of Legislative Affairs. This may include tasks such as writing testimony that is to be delivered before the City Council. The employee may also be asked to assist with special projects/initiatives for the Deputy Commissioner of External Affairs.

The right candidate will have a succinct writing style, will know digital, be an excellent researcher, be able to take constructive criticism and be adaptable.

**\*Non-City rate.**

**\*\*City incumbent rate.**

**Minimum Qualifications:**

1. A Baccalaureate degree from an accredited college with 24 credits in English, journalism or public relations, plus five (5) years of full-time paid experience in public relations, journalism or advertising, including two (2) years in an administrative, supervisory or consultative capacity; or
2. A combination of education and/or experience which is equivalent to "1" above. Graduate study in English, journalism, or public relations may be substituted for up to one year of required experience. However, all candidates must have at least two (2) years of administrative, supervisory, or consultative experience in public relations, journalism or advertising.

**Preferred Skills:**

Social media, video and photos (both of which can be from a cellphone), writing/speechwriting.

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

**TO APPLY**

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 #267838

All other applicants, please go to [www.nyc.gov/careers/search](http://www.nyc.gov/careers/search) and search for Job ID#267838

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

Posting Date: <b>October 18, 2016</b>	Post Until: <b>Filled</b>	Posting No. <b>125-17-15 CW</b>
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