

**NEW YORK CITY DEPARTMENT OF PROBATION  
JOB VACANCY NOTICE – JVN 781-16-019**

<b>CIVIL SERVICE TITLE:</b> Administrative Graphic Artist, M1	<b>TITLE CODE NO.:</b> 10003
<b>OFFICE TITLE:</b> Media Services Manager	<b>SALARY:</b> Commensurate with experience
<b>DIVISION/WORK UNIT:</b> Administration / Information Technology	<b>WORK LOCATION:</b> 33 Beaver Street New York, New York 10004
<b>HOURS:</b> 35 Hours Per Week	<b>NUMBER OF POSITIONS:</b> 1

**JOB DESCRIPTION**

The New York City Department of Probation (DOP) helps build stronger and safer communities by working with and supervising people on probation, fostering positive change in their decision-making and behavior, and expanding opportunities for them to move out of the criminal and juvenile justice systems through meaningful education, employment, health services, family engagement and civic participation. We are located in every borough across the City and provide four core services –pre-sentence investigations, intake, diversion and probation supervision. In summary, DOP ensures that people who enter our system are supervised according to their risk level and receive the support and services they need to abide by the law and be an asset to their communities.

The Department is seeking to recruit a Media Services Manager to guide and oversee its efforts in digital media and graphic design to further support agency-wide programmatic, marketing and communication initiatives. Under general supervision and with latitude to exercise independent judgment, the incumbent will, working closely with agency operational divisions and the Office of Press and Communications, provide a variety of graphic design; digital, social and new media; photography and project management support to various priority agency initiatives. Typical duties of this position may include, but are not limited to:

- Supporting the development, implementation and execution of digital marketing initiatives and other activities that promote the DOP brand;
- Writing/editing/producing content for the DOP internal digital signage network, website, online media/e-blasts, videos, newsletters and other traditional print and digital marketing materials, and obtaining necessary approvals prior to publishing;
- Creating and maintaining agency and program identity packages;
- Working collaboratively to drive Search Engine Optimization (SEO) across all communication efforts, including content creation, social engagement, campaign landing pages and offsite link building for multiple websites
- Updating various website pages and posts
- Producing and ensuring the integration of photography and graphic design standards into media posts, as well as print and digital marketing materials;
- Assisting in the preparation of reports, presentations and analysis as needed;
- Troubleshooting issues with existing systems and working with appropriate internal and external resources to resolve problems;
- Keeping abreast of best practices and latest trends in web analysis, SEO, email marketing and social media;
- Performing other associated duties as assigned.

**PREFERRED SKILLS:**

- Exceptional communication, presentation, and copywriting skills;
- Ability to communicate the DOP brand through print, social and digital content;
- Ability to multi-task and meet deadlines in a fast-paced environment;
- Demonstrated ability to assist with successful social media campaigns;
- Advanced knowledge of the capabilities of social media platforms including Facebook, Twitter, LinkedIn, YouTube and Instagram as well as how content should be translated across each social platform;
- Knowledge and experience with community management tools;
- Knowledge of social media analytics and listening platforms;
- Strong project management and organization skills;
- Ability to work independently as well as within a team.

**QUALIFICATION REQUIREMENTS**

1. High school graduation or equivalent and two years of training in an approved technical school in oils, water colors, painting, design, black and white, layout and other art media and seven years full-time paid experience as a commercial artist, four years of which must have been in supervision and planning of art work done by a staff; or
2. Education and/or experience which is equivalent to "1". However, all candidates must have the four years of supervisory experience as described above.

**Residency Requirement**

New York City residency is not required for this position. However, you must reside in New York State.

**APPOINTMENTS ARE SUBJECT TO OFFICE OF MANAGEMENT AND BUDGET (OMB) APPROVAL**

**TO APPLY, PLEASE SUBMIT RESUME AND COVER LETTER TO:**

**External Applicants:** <https://a127-jobs.nyc.gov/>

**Internal Applicants:** Employee Self Service (ESS)

**SUBMISSION OF APPLICATION IS NOT A GUARANTEE THAT YOU WILL RECEIVE AN INTERVIEW**

**POST DATE: May 13, 2016**

**POST UNTIL: Filled**

**JVN #: 781-16-019**

**“THE CITY OF NEW YORK AND THE DEPARTMENT OF PROBATION IS AN EQUAL OPPORTUNITY EMPLOYER.**

**REASONABLE ACCOMMODATION AVAILABLE UPON REQUEST”**