

FULL TIME POSITION:

Workforce Development Corporation (“WDC”) Digital Communications Specialist

Agency Description:

The New York City Department of Small Business Services (SBS) is a vibrant, client-centered agency whose mission is to serve New York’s small businesses, jobseekers and commercial districts. SBS makes it easier for companies in New York City to start, operate, and expand by providing direct assistance to business owners, supporting commercial districts, promoting financial and economic opportunity among minority- and women-owned businesses, preparing New Yorkers for jobs, and linking employers with a skilled and qualified workforce. SBS continues to reach for higher professional standards through innovative systems, new approaches to government, and a strong focus on its employees.

About the WDC:

The WDC is an independent not-for-profit created by the City of New York (the “City”) specifically for the purpose of assisting the City in developing and funding workforce initiatives. In furtherance of this purpose, the WDC and SBS work in a partnership consisting of, among other things, jointly developing, funding and managing workforce and training initiatives, and resource sharing. The WDC is currently looking to hire a Digital Communications Specialist to support SBS in its communications efforts.

Job Description:

SBS’ Communications Office provides the public and the press with information about Agency programs and initiatives as well as events and accomplishments, using marketing materials and traditional, social, and online media.

This position requires strong writing skills, attention to detail, the ability to excel in a fast-paced and high pressure environment, and significant collaboration with a variety of stakeholders within and outside of SBS, including: SBS’ Workforce Development Division, Business Development Division, Neighborhood Development Division, Department of Economic and Financial Opportunity; City Hall; and press. The Digital Communications Specialist will report to the Director of Communications.

The Digital Communications Specialist will be part of the SBS Communications Office, responsible for reaching multiple audiences using tools like Facebook, Twitter, and YouTube, and assist with the external website.

The Digital Communications Specialist’s duties will include, but not be limited to:

- Daily management of the agency’s social media channels, including creating content, responding to questions and comments from the public and managing paid social media campaigns.
- Develop and edit copy for various brochures and marketing collateral
- Review external email outreach content and prepare for Constant Contact distribution
- Draft, edit, and schedule content for NYC Small Business Services’ social media platforms, including Twitter, Facebook, and Instagram
- Utilize metrics/measurement tools and interpret social media trends – Twitter Analytics, HootSuite, Facebook Insights
- Promote public agency events and press mentions online.
- Other special projects as assigned.

The Workforce Development Corporation is an equal opportunity employer. Auxiliary aids and services are available upon request to individuals with disabilities.

Preferred Skills:

- Excellent analytical, written and oral communication skills.
- Proven ability to implement and manage social media campaigns.
- Proven ability to organize large quantities of information into clear and concise presentations.
- Proficient with Microsoft Office Applications, including MS Excel, MS Word, MS Access, MS PowerPoint.
- Ability to manage multiple projects on tight deadlines.
- Strong attention to detail.
- Ability to excel in a fast paced, high pressure, environment.

Qualification Requirements:

1. A baccalaureate degree from an accredited college and two years of experience in public relations, marketing, journalism, or other activities in an area related to the duties described above; or
 2. Baccalaureate degree from an accredited college in communications, public relations, marketing, business, public administration, or a closely related field.
 3. At least 2 years' experience in public relations and/or marketing in the public, private, or non-profit sector, with experience maintaining online and social media presence.
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How to Apply:

To apply for this position, please email your resume and cover letter including the following subject line: **Digital Communications Specialist** to: careers@sbs.nyc.gov

Salary range for this position is: \$45,000 - \$55,000

NOTE: Only those candidates under consideration will be contacted.

If you do not have access to email, mail your cover letter & resume to:
NYC Department of Small Business Services
Human Resources Unit
110 William Street
New York, New York 10038