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## **FULL TIME POSITION:**

### **Communications Director**

#### **Executive Office**

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#### **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.

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#### **Job Description:**

Fast-paced City of New York economic development agency seeks to hire a Communications Director. The highly motivated candidate must be a manager, critical thinker, and excellent communicator, with the ability to work with all levels of the agency to establish a strong rapport and forge relations with City Hall, funders, community partners, the public and press. The primary role of the Communications Director is to serve as a senior advisor to the Commissioner, executive office, and five programmatic divisions, and ensure that the Agency's objectives and achievements are communicated efficiently and effectively by the communications team which includes press, marketing, digital media, graphics design, and community engagement. The Communications Director will plan and oversee the execution of the Agency's communications strategy, including press, marketing and social media. They will also edit and review City Council testimony, Commissioner remarks, web content, presentations, and any other external facing communications. The goal is to proactively, creatively, aggressively and accurately tell the Agency's story and help raise awareness of available services. Excellent writing skills, discretion, team player, and experience working with press a must.

Specific responsibilities include:

#### Develop agency communications strategy and oversee execution:

Working with the Commissioner and senior leadership team, develop and oversee the execution of a proactive, creative, and aggressive communications strategy incorporating press, marketing, and digital media focusing on the administration's priorities and five SBS programmatic divisions.

#### Oversee agency branding and messaging:

Working with the executive director of marketing, ensure all external communications maintain SBS brand and messaging integrity. Develop standard language for the agency overall and the five programmatic divisions; develop and provide talking points and messaging training to internal SBS staff, partners, spokespeople; review all external communications including collateral, web content, social media messaging, presentations, reports, talking points, statements, email blasts, etc.

#### Advise and help prepare Commissioner and Deputy Commissioners for press events, interviews, speaking engagements:

Oversee development of remarks, talking points, Q&A; anticipate difficult questions and provide responses and guidance; make decisions on what engagements and interviews the Commissioner or Deputies should participate in; stay abreast of the news and relevant issues being reported in the press and identify opportunities for proactive outreach and/or need for talking points; help lead crisis communications

#### Liaise with City Hall press and funders:

Ensure City Hall press is up-to-date with major communications opportunities and/or messaging for specific press related needs; respond to City Hall communications inquiries; pitch proactive ideas and content for Mayoral opportunities.

**The Department of Small Business Services and the City of New York is an equal opportunity employer. Auxiliary aids and services are available upon request to individuals with disabilities.**



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### **PREFERRED SKILLS:**

- Experience working with NYC press
- Outstanding communication and writing skills
- Ability to exhibit professional demeanor in a fast paced and high-pressure work environment
- Ability to prioritize and manage a wide array of projects to completion
- Outstanding attention to detail and the ability to juggle priorities and work with grace under tight deadlines
- Experience managing a team

### **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.
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### **How to Apply:**

To apply for this position, please email your resume and cover letter including the following subject line:  
**Communications Director** to: [careers@sbs.nyc.gov](mailto:careers@sbs.nyc.gov)

### **ALSO:**

- **For Non-City/External Candidates:** Visit the [External Applicant NYC Careers site](#) and apply for this position by searching Job Title Communications Director
- **For Current City Employees:** Visit [Employee Self-Service \(ESS\)](#) to view and apply for available positions. Click on Recruiting Activities > Careers, and search for the specific Job title Communications Director

**Salary range for this position is: \$80,000-\$110,000 per year depending on experience**

**NOTE:** Only those candidates under consideration will be contacted.

**NYC residency is required within 90 days of appointment**

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

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