



## **FULL TIME POSITION: PRESS SECRETARY**

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### **Agency Description:**

The New York City Department of Small Business Services (SBS) is a dynamic, 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 New York City economic development agency seeks to hire a Press Secretary. The highly motivated candidate must be a 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 the community and press. The primary role of the Press Secretary is to ensure that the Agency's objectives and achievements are communicated efficiently and effectively to the media. The Press Secretary will plan and direct the Agency's press strategy, respond to media inquiries, pitch stories, send press releases and manage press events. The Press Secretary will proactively and aggressively achieve accurate and positive press coverage of Agency activity.

#### **Planning and Implementing Agency Press Strategy**

Working with Director of Communications, Deputy and Assistant Commissioners to keep track of Agency initiatives and accomplishments, make decisions about what to promote, work with the Mayor's Press Office to fit into overall strategy, and carry out in timely, effective and well-ordered fashion. Compose and edit press releases, quotes, statements, talking points, and Q&A documents. Proactively pitch stories and interviews to individual reporters, and place OpEds in targeted media outlets.

#### **Responding to Media Inquiries**

Correspond with reporters to determine angle of story, work with Mayor's Press Office, Director of Communications to determine most appropriate response; check with relevant programmatic staff to ensure accuracy of response; make decisions about granting interviews to Commissioner or other SBS staff and site visits. Respond to social media comments also, when necessary

#### **Planning & Coordinating Agency Press Events**

Work with staff and Mayor's Press Office to determine and plan Mayoral and non-Mayoral events; invite elected officials and community leaders; coordinate logistics

#### **Relationship Building with Media**

Build relationships with new and existing SBS press contacts, continuously grow press list and identify new media outlets and reporters to cover our stories.



### Keeping Abreast of Local News and Flagging Coverage When Necessary

Work with the Assistant Press Secretary to ensure all daily and local newspapers are poured through on a daily basis to identify direct stories relating to the Agency and relevant policy areas, as well as stories that generate new ideas and creativity; share relevant coverage with appropriate agency teams.

### PREFERRED SKILLS AND ATTRIBUTES:

- Outstanding communication and writing skills
- Excellent judgement
- Experience working with the press
- Outstanding attention to detail and the ability to juggle priorities and bring closure to work under tight deadlines
- Ability to exhibit professional demeanor in fast paced and high-pressure work environment
- Ability to prioritize and manage a wide array of projects to completion
- Reliable, conscientious and always a team player
- Positive, can-do attitude, sense of humor, and willingness to go the extra mile
- Prior government experience a plus

### QUALIFICATION REQUIREMENTS:

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:

**Press Secretary** to: [careers@sbs.nyc.gov](mailto:careers@sbs.nyc.gov)

### **ALSO:**

City Employees: Apply through Employee Self Service (ESS) at [www.nyc.gov/ess](http://www.nyc.gov/ess) search for Job ID: 187143

All Other Applicants: Go to [www.nyc.gov/careers](http://www.nyc.gov/careers) search for Job ID: 187143

**Salary range for this position is: \$55,000-\$65,000**

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

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

**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.**