

NYC OFFICE OF THE COMPTROLLER

JOB VACANCY NOTICE

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| Title: | Digital Media Manager |
| Salary: | \$65,000 – \$85,000 |
| Bureau/Division: | Executive – Press Office |
| Period: | November 14, 2014 – Until filled |

JOB DESCRIPTION

New York City Comptroller Scott M. Stringer is seeking a Digital Media Manager to join his energetic, collaborative and dynamic communications team to implement a shared vision of innovative and forward-looking policies for New York City. The Digital Media Manager is responsible for driving and articulating the Comptroller's overall message, policy agenda, media strategy and community-based initiatives through social media, including video, photographs and graphics.

Candidates should have experience working in fast-paced, deadline-driven environments and should be skilled in quickly producing clean, creative and targeted social media. They should display exceptional written and verbal communications skills, and demonstrate an ability to work well with a diverse, highly motivated staff. This is an ideal job for a self-starter who can think fast and work well under time constraints, think strategically and handle a myriad of challenging responsibilities. It calls for an assertive personality—an individual who is a quick study when it comes to understanding and clearly communicating the nuances of a broad range of issues.

Under the direction of the Communications Director, the Digital Media Manager major responsibilities include but are not limited to:

- Managing all aspects of the Comptroller's engagement and content on social media platforms, including Twitter, Facebook, and YouTube;
- Developing strategies to utilize new media tools to broaden the Office's outreach efforts;
- Closely monitoring City, State and National issues for the Comptroller's office to engage with through social media;
- Aiding in management of Comptroller's website, ensuring information is updated and accurate;
- Utilizing metrics/measurement tools and interpreting social media trends – Twitter Analytics, HootSuite, Facebook Insights; and
- Performing other related assignments as required.

MINIMUM QUALIFICATION REQUIREMENTS

1. A BA/BS degree from an accredited college, plus three (3) years or more of full-time paid experience in social media, public relations, journalism, or advertising; preferably two (2) years of this experience should be in social media management, supervision 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 or a closely related field may be substituted for up to one (1) year of required experience. However, all candidates must at least two (2) years of experience in the areas mentioned above.

PLEASE NOTE: Position requires exceptional and innovative social media skills. A portfolio is to be submitted with the application as a part of the cover letter.

PREFERRED SKILLS IN ADDITION TO MINIMUM QUALIFICATIONS

- Mastery of Adobe Photoshop, as well as working knowledge of WordPress/RSS and ability to write and edit a blog are essential;
 - Basic video editing capabilities;
 - Knowledge of HTML, FinalCut Pro, Adobe InDesign;
 - Email marketing experience (Salesforce, Constant Contact, MailChimp, etc.);
 - Knowledge of basic principles of graphic design a plus.
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TO APPLY, GO TO:

Employment Opportunities at www.comptroller.nyc.gov

Certain residency requirements may apply.

We appreciate every applicant's interest; however, only those under consideration will be contacted. Vacancy notices listed as "Until Filled" will be posted for at least five work days.

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| POSTING DATE: November 14, 2014 | POST UNTIL: Until Filled | JVN #: 015/015/019 |
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The NYC Comptroller's Office is an Equal Opportunity Employer