

MANHATTAN BOROUGH PRESIDENT'S OFFICE

JOB VACANCY NOTICE

Office Title: Digital Director	Salary: \$54,100 - \$75,000 Annually
Division/Work Unit: Communications	Work Location: David N. Dinkins Municipal Building 1 Centre Street, 19th Floor, New York, NY 10007
Work Hours: 35 Hours per week. Evening and weekend work may be required.	
As of August 2, 2021, all new hires must be vaccinated against the COVID-19 virus, unless they have been granted a reasonable accommodation for religion or disability. If you are offered city employment, this requirement must be met by your date of hire, unless a reasonable accommodation for exemption is received and approved by the hiring agency.	
<u>JOB DESCRIPTION</u>	
<p>The Manhattan Borough President (MBP) seeks a Digital Director to manage the online communications strategy for an active office. This position will design and implement short- and long-term digital strategies to highlight the work of a high-profile NYC official and expand their online presence. Additionally, the position will manage and create content for the MBP's social media accounts, update and maintain the BP's website, collaborate on digital messaging with both internal and external stakeholders, analyze online engagement for future optimization, and create multimedia assets, including graphics and videos. The Digital Director will report to the Communications Director and will work collaboratively with the communications team to develop social media and web content that complements the BP's traditional communications and tells his story to a wider online audience. The office is especially interested in candidates with extremely strong video skills.</p> <p>Responsibilities:</p> <ul style="list-style-type: none"> • Work with the Communications team to build and develop an overall digital strategy • Draft content and post to social media accounts • Create shareable infographics and video content • Maintain the MBP's website and assist in developing new features • Work with other elected officials, organizations, and external stakeholders to amplify the MBP's messaging • Regularly review data and analytics to evaluate and evolve the office's digital efforts • Amplify the MBP's messaging and branding, expand his audience, and drive the entire digital operation from idea generation to execution • Identify opportunities for video – for social media and beyond – and carry projects through to completion, including script writing, shooting, animating, editing, producing, and packaging for the organization's digital channels 	
<u>MINIMUM QUALIFICATIONS</u>	
<p>1. A baccalaureate degree from an accredited college and two years of experience in community work or community centered activities in an area related to the duties described above; or</p> <p>2. High school graduation or equivalent and six years of experience in community work or community centered activities in an area related to the duties as described above; or</p> <p>3. Education and/or experience which is equivalent to "1" or "2" above. However, all candidates must have at least one year of experience as described in "1" above.</p>	

PREFERRED QUALIFICATIONS

- Two years of experience in digital experience in one or more of the following types of organizations: city or state government, political and/or issue advocacy campaigns, labor unions, non-profit, policy or community organizations
- Strong knowledge of the major social media platforms, namely Twitter, Facebook, Instagram, TikTok and YouTube
- Versed in the Adobe Creative Cloud Suite, especially: Photoshop, Illustrator, InDesign, Premiere
- Knowledge and implementation of basic graphic design principles
- Ability to conceptualize, shoot and edit video, especially web-friendly formats.
- Be a creative storyteller with the ability to communicate messages across multiple mediums/outlets
- Be a self-starter who functions well as a member of a team with minimum supervision
- Audio editing skills are a strong plus
- Strong written and verbal communication skills
- Ability to work some weekends and evenings as needed
- Demonstrated ability to build relationships with key stakeholders, community groups and individuals
- Willingness to learn and embrace a broad range of technologies and systems
- Literacy in Spanish or Chinese is a plus
- A demonstrated commitment to the mission, vision and values expressed by the MBP

TO APPLY

Interested candidates must do the following steps:

- Submit an appropriate cover letter and resume in a Microsoft Word or PDF format to: resumes@manhattanbp.nyc.gov with “**Digital Director**” in the subject line **AND** apply for position on the **NYC Careers Website**:
- City Employees may apply by going to Employee Self Service (ESS) <http://cityshare.nycnet/ess>, Click on Recruiting Activities/Careers and search for **Job ID# 532998**
- Non-City Applicants may apply by going to www.nyc.gov/careers/search and search for **Job ID# 532998**

ADDITIONAL INFORMATION

Submission of an application package is not a guarantee that you will receive an interview. Only those candidates under consideration will be contacted.

New York City residency is required within 90 days of appointment

As a current or prospective employee of the City of New York, you may be eligible for federal loan forgiveness programs and state repayment assistance programs. Please review the notice to see if you may be eligible for programs and how to apply at nyc.gov/studentloans.

The City of New York and the Manhattan Borough President’s Office is an inclusive equal opportunity employer committed to recruiting and retaining a diverse workforce and providing a work environment that is free from discrimination and harassment based upon any legally protected status or protected characteristic, including but not limited to an individual's sex, race, color, ethnicity, national origin, age, religion, disability, sexual orientation, veteran status, gender identity, or pregnancy.