

Job Opening

**Job Posting:** 5/10/2021

**Application Period: 14 Days or Until  
Position is Filled**

**JOB TITLE:** Director of Communications, Downstate

**LOCATION:** NYC

**DEPARTMENT:** Public Affairs

**BASIC FUNCTION:**

This position is for a communications strategist to be based in ESD's New York City Office and assist in all aspects of the operations of the Public Affairs Department, with a particular focus on downstate.

**WORK PERFORMED:**

- Work with EVP Public Affairs & Comms to develop, advance and coordinate ESD communications strategy and execution thereof.
- Manage all aspects related to media strategy for a portfolio of ESD projects, programs and initiatives.
  - Advise internal stakeholders on media opportunities and strategies.
  - Serve as internal / external point of contact for projects, programs and media inquiries.
- Based on regional and programmatic portfolio, and in coordination with Governor's Office:
  - Serve as agency spokesperson, with ability to manage on-record conversations with reporters and other members of media.
  - Research, develop and draft press releases, background documents, fact-sheets and briefing documents related to regional and programmatic portfolio.
  - Organize ESD-related public and press events.
- Cultivate and maintain relationships with community, borough, city and state media.
- Coordinate crisis management related to breaking news.
- Assist in the drafting and dissemination of various internal communications.
- Other related assignments / projects as part of OPA staff.

**SOCIAL MEDIA SPECIALIST**

- Working with Editorial Director and Digital Strategist, cultivate robust online social media presence as an additional news-driving platform for agency (esp Twitter)
  - Develop forward-looking content calendar
  - Draft daily tweets/posts.

**Position expected to work onsite and/or remote consistent with NYS and ESD guidelines and needs.**

**EDUCATION & REQUIREMENTS:**

Minimum Requirements

Education Level required: Bachelor's degree with a major or concentration in related subject.

Relevant experience required: 7+ years in public relations or journalism (paid positions and internships).

The candidate should exhibit a proven track record of working with media; New York City and/or State expertise required. Also required: Strong writing skills; web skills, ex: Drupal CMS; ability to multi-task, ability to work well with colleagues; understanding of basic economic, business and governmental issues; understanding of media dynamic; detail oriented; self-starter with ability to work irregular hours.

**APPROXIMATE HIRING SALARY:** \$80,000 - \$90,000 (w/ comprehensive benefits package)

**INQUIRE**

Maria Gately – Sr. HR Manager - Human Resources Dept.

**External Candidates:** Send resume to [resumes@esd.ny.gov](mailto:resumes@esd.ny.gov), indicating job title in subject line and salary requirement in email body

**Internal Candidates:** Complete [Posting Application](#) and attach a copy of resume

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