

## Job Opening

**Job Posting:** February 2022

**Application Deadline: 30 days or  
until position is filled**

**JOB TITLE:** Press Secretary, Downstate

**LOCATION:** NYC

**DEPT:** 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.

### **WORK PERFORMED:**

- Work with EVP Public Affairs & Comms to develop and coordinate downstate communications strategy.
  - Develop high-profile and community-based media strategies related to downstate ESD-specific projects, with a particular focus on the real estate portfolio (Belmont, Moynihan Train Hall, Penn Station project, Site K, 5WTC, High Line).
  - Serve as internal/external point of contact for media inquiries related to downstate projects.
- Work with EVP Public Affairs & Comms to manage ESD Executive Communications
  - Write briefings, speeches, talking points, and Q+A for President/CEO's public appearances.
  - Coordinate and manage President/CEO's public appearances, incl speaking events (both open- and closed-press).
  - Assist with creation of public and press materials for ESD Board Meetings
- Based on regional and programmatic portfolio, and in coordination with Governor's Office:
  - Research, develop and draft press releases, background documents, fact-sheets and briefing documents related to regional and programmatic portfolio.
  - Serve as agency spokesperson, with ability to manage on-record conversations with reporters and other members of media.
  - Organize ESD-related public and press events.
- Serve as supporting liaison to the New York City and Long Island Regional Offices and Regional Economic Development Councils, working with the Downstate Communications Director.
- 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.

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

### **EDUCATION & REQUIREMENTS:**

Education Level required: Bachelor's degree with a major or concentration in related subject. Relevant experience required: 4+ years in public relations or journalism. Direct engagement with reporters and members of the press (portfolio of clips will be requested). Speechwriting (samples will be requested). 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; ability to work irregular hours.

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

### **INQUIRE**

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

**WE ARE AN EQUAL OPPORTUNITY EMPLOYER COMMITTED TO DIVERSITY**