

FULL TIME POSITION:

Workforce Development Corporation (“WDC”) Press Associate

Agency Description:

The New York City Department of Small Business Services (SBS) is a vibrant, 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.

About the WDC:

The WDC is an independent not-for-profit created by the City of New York (the “City”) specifically for the purpose of assisting the City in developing and funding workforce initiatives. In furtherance of this purpose, the WDC and SBS work in a partnership consisting of, among other things, jointly developing, funding and managing workforce and training initiatives, and resource sharing. The WDC is currently looking to hire a Press Associate to support SBS in its communications efforts.

Job Description:

The Department of Small Business Services’ Communications Office provides the public and the press with information about Agency programs and initiatives as well as events and accomplishments, using marketing, traditional, social, and online media.

The Press Associate will be responsible for assisting in the communication of accurate and strategic information consistent with Agency branding to the public, media, and internally. Using online, social and traditional media, the Associate will communicate information about SBS and its various departments and brands with a focus on Workforce1, in order to achieve agency goals and publicize programs and accomplishments.

This position requires strong writing skills, attention to detail, the ability to excel in a fast-paced and high pressure environment, and significant collaboration with a variety of stakeholders within and outside of SBS, including: SBS’ Workforce Development Division, Business Development Division, Neighborhood Development Division, Department of Economic and Financial Opportunity; City Hall; and press. The Press Associate will report to the Director of Communications. Specific responsibilities include:

Press Outreach

- Assist with outreach to press including print, television, radio and blogs.
- Draft media materials such as press releases, media advisories, proactive pitches, talking points, etc.
- Help identify proactive media opportunities and appropriate reporters or news outlets.
- Compile proactive pitch emails and scripts, and reach out to reporters with story ideas, with a focus on workforce related stories, successes and profiles.
- Manage media monitoring and maintain a press archive.
- Research and compile background information to prepare Commissioner and staff for interviews.
- Writing and editing of quotes and remarks for the Commissioner and press opportunities.
- Work with City Hall on specialized projects when requested.
- Maintain a broad and generalist understanding of SBS content areas in order to identify opportunities and message effectively.

The Workforce Development Corporation is an equal opportunity employer. Auxiliary aids and services are available upon request to individuals with disabilities.

Social Media and Marketing

- Assist with the online and social media communication efforts for the Agency and its four divisions.
- Identify opportunities, draft content for SBS and programmatic websites, Facebook, Twitter.
- Help ensure that all Web sites and social media outlets are updated and maintained on a regular basis.

Preferred Skills:

- Excellent analytical, written and oral communication skills.
- Proven ability to identify reporters, pitch news stories, and secure press placements.
- Proven ability to implement and manage social media campaigns.
- Proven ability to organize large quantities of information into clear and concise presentations.
- Proficient with Microsoft Office Applications, including MS Excel, MS Word, MS Access, MS PowerPoint.
- Ability to manage multiple projects on tight deadlines.
- Strong attention to detail.
- Ability to excel in a fast paced, high pressure, environment.

Qualification Requirements:

1. A baccalaureate degree from an accredited college and two years of experience in public relations, marketing, journalism, or other activities in an area related to the duties described above; or
2. Baccalaureate degree from an accredited college in communications, public relations, marketing, journalism, business, public administration, or a closely related field.
3. At least 2 years' experience in public relations and marketing in the public, private, or non-profit sector, with experience interacting with press and maintaining online and social media presence. Successful placement of news stories a plus.

How to Apply:

To apply for this position, please email your resume and cover letter including the following subject line: **Press Associate** to: careers@sbs.nyc.gov

Salary range for this position is: \$45,000 - \$55,000

NOTE: Only those candidates under consideration will be contacted.

If you do not have access to email, mail your cover letter & resume to:
NYC Department of Small Business Services
Human Resources Unit
110 William Street
New York, New York 10038