



NEW YORK CITY COUNCIL JOB POSTING

JOB TITLE:	Digital Director
PROPOSED SALARY RANGE:	\$135,000 to \$160,000
DIVISION/UNIT:	Communications
WORK LOCATION:	250 Broadway New York, New York 10007

The New York City Council is seeking an experienced digital communications professional with a proven track record of managing a team and directing effective digital media campaigns. The Digital Director will lead the execution of high-impact digital communications strategies that are integrated with offline and overall communications efforts, advancing opportunities to develop new and innovative digital infrastructure, strategies, and tactics for the Council.

The ideal candidate will be a sharp digital strategist with a record of success, an adept communicator, creative problem solver, and an experienced manager of people.

KEY RESPONSIBILITIES:

- Oversee, lead and coordinate the digital communications team, effectively managing staff to be as effective as possible, foster innovation, and promote leadership in team members.
- Direct the development and execution of creative, sophisticated and high-impact digital communications strategies and efforts that advance the Council's goals and visibility.
- Build and develop the Council's digital communications infrastructure, including practices, protocols, tools, and strategies.
- Integrate multimedia content, social media, SMS, website, and other digital media tactics to ensure holistic digital communications.
- Incorporate digital media into all communications efforts to maximize the effectiveness and reach of key messages.
- Manage digital communications support of Council committees and members, including their successful engagement in Council-wide priority campaigns and efforts.
- Ensure digital communications raises the profile of the Council, its leadership, and members, elevating the constituent and policy work of its members to effectively drive a consistent narrative.
- Establish aggressive short and long-term digital goals, leading the digital team to consistently achieve them.
- Ensure production of monthly performance and progress reports tied to digital communications goals.
- Advance the use of established best practices in digital communications, including metrics, testing, data analysis, and audience listening/monitoring.
- Ensure Communications Division staff have familiarity with current digital communications platforms, strategies, tactics, and best practices to support effective collaboration.

- Work with Deputy Communications Director and other Communications Division staff on overall communications planning and implementation, including message development, strategic guidance, and coordination.
- Maintain productive relationships with counterparts in other government offices, external organizations, and influential entities.

QUALIFICATIONS:

- Bachelor's degree and 7+ years of experience in digital communications, with preference for government, politics, public affairs, or strategic communications, preferably in a political or issue advocacy campaign setting.
- 2 to 3 years of hands-on digital media leadership experience, with a strong track record of helping to lead effective digital communications campaigns.
- Significant experience leading a team – managing and supervising staff, delegating assignments, communicating expectations and feedback clearly, and developing individuals.
- Excellent interpersonal and verbal skills.
- Proficiency in digital communications strategy, programs and tools, including social media platforms, digital media analytics, platforms and trends.
- Excellent writing and editing skills, with an ability to write and recognize clear, compelling and succinct content that effectively frames messages for different digital audiences.
- Ability to understand complex policy and political issues and develop clear, concise, and persuasive messages related to them.
- A keen eye for aesthetics, details, and professional design; ability to facilitate creation of final design products.
- Attention to detail and analytical thinking.
- Highly organized and deadline-driven to help keep a team on track to advance multiple assignments at once in a fast-paced environment; strong project management skills.
- Proven ability to build strong relationships with internal and external stakeholders.
- Experience working with diverse communities.
- Ability to work independently and collaboratively, while listening and learning from feedback.
- Ability to thrive in a busy, multi-tasking, and time-pressured environment.
- High degree of familiarity with New York City, and its government and public affairs landscape.

ADDITIONAL INFORMATION:

New York City residency required within 90 days of appointment.

As of November 15, 2021, all new hires must be vaccinated against the COVID-19 virus to work at City Hall and/or 250 Broadway offices, or at any Council Member district office, unless they have been granted a reasonable accommodation for religion or disability. If you are offered employment with the New York City Council, this requirement must be met by your date of hire, unless a reasonable accommodation for exemption is received and approved by the New York City Council.

The New York City Council makes reasonable accommodations for applicants and employees with disabilities. If reasonable accommodation is needed to participate in the job application or interview process, to perform essential job functions, and/or to receive other benefits and privileges of employment, please contact EEOfficer@council.nyc.gov.

HOW TO APPLY:

Qualified candidates should forward their cover letter indicating your match to the stated job requirements; your resume; and a writing sample (e.g., digital/social media content), or an example of a digital communications plan.:

E-MAIL: counciljobs@council.nyc.gov

MAIL: New York City Council
Attn: Administrative Services/Recruiting (DigDir)
250 Broadway, 16th Floor
New York, New York 10007

FAX: 12124014711

While we sincerely appreciate all applications, only those candidates selected for an interview will be contacted.

The New York City Council 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.