



JOB VACANCY NOTICE

Office Title: Social Media and Digital Content Manager

Salary: \$65,000 - \$75,000

Civil Service Title: Assistant to the President

Title Code & Schedule: 13210 Full Time

The Office of the Brooklyn Borough President is seeking a highly motivated individual to serve as its Social Media and Digital Content Manager within the Communications Department. This role will report directly to the Director of Communications and work collaboratively with the communications team. The Social Media and Digital Content Manager will mainly be responsible for capturing and editing video footage of the Borough President and then promoting content on the Borough President's social media platforms. This role will interact with all employees at Brooklyn Borough Hall in various capacities, from initial concept and design to final finished product and promotion. Some of the responsibilities of the role include:

Role and Responsibilities

- Create and develop video, vector graphics, motion graphics, and animations; work with Director of Communications to produce shorts for social media.
- Produce a wide variety of full-length event recordings of press conferences, meetings, and special events.
- Record Borough President's personal greetings and messages for website and outside organizations.
- Record and post various hearings as required by City Charter, such as Borough Board Meetings, Borough Service Cabinet Meetings, and ULURP Hearings.
- Maintain video recording and editing equipment, including video cameras, external hard drives, players, and recorders.
- Manage the Borough President's YouTube channel.
- Manage, draft, and schedule content for the Borough President's social media channels.
- Contribute to development of social media strategies to represent Borough President's priorities.
- Engage with partnering community-based organizations, elected officials, and city agencies to communicate news and/or resources from Borough Hall to Brooklynites.
- Research and report social media trends to Director of Communications.
- Set key performance indicators (KPIs) for social media strategies.
- Must be flexible to work nights and/or weekends, as necessary.

Minimum Qualifications Requirements

- Associate or Bachelor's degree plus 2-3 years of experience in an area related to the duties described above.
- Experience with photography, videography, and video production.
- Experience managing multiple social media channels aligned to one brand and/or spokesperson.
- Experience with videography and photography equipment as well as editing software.



- Working knowledge of social media management software and best practices (i.e., Hootsuite, Open Data Laws, Alt text use).
- Strong written and verbal communication skills.
- Basic graphic design ability is a plus.
- An interest in the New York City government; and a strong commitment to the values and vision articulated by the Brooklyn Borough President, Antonio Reynoso.

To apply: Submit a **resume, portfolio, cover letter**, and the contact information for **three professional references** to BKBPHR@brooklynbp.nyc.gov with the subject line “Social Media Manager.” Submission of an application package does not guarantee that you will receive an interview. Only those candidates under consideration will be contacted.

The City of New York 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. If you are a qualified individual with a disability or a disabled veteran, you may request a reasonable accommodation if you are unable or limited in your ability to apply for a job because of your disability. You can request reasonable accommodations from the EEO office at BKBPEEO@brooklynbp.nyc.gov.

New York City residency is required within 90 days of appointment. However, City Employees in certain titles who have worked for the City for two (2) continuous years may also be deemed to be in compliance with the residency requirement if they reside in Nassau, Suffolk, Putnam, Westchester, Rockland, or Orange County.

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 [Public Service Loan Forgiveness | Federal Student Aid](#).

Post Date: April 27, 2024

Post Until: Until Filled

JVN #: 012-25-09

