



## JOB VACANCY NOTICE

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**Office Title:** Press Secretary

**Salary:** \$70,000-\$80,000 (Annual)

**Civil Service Title:** Assistant to the President

**Title Code & Schedule:** 13210 – Full Time

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The Brooklyn Borough President's Office is seeking a highly motivated Press Secretary. The primary role of the Press Secretary is to help execute the agency's day-to-day press operations, fielding and responding to incoming reporter inquiries, coordinating, and staffing the Brooklyn Borough President at media/external events. The press secretary will develop and execute media strategies, ensuring all press communications aligns with the voice and priorities of the Borough President and Deputy Borough President. The Press Secretary will report to the Director of Communications and work collaboratively with the communications team to ensure proper amplification of messages. Must be flexible to work nights and weekends and will perform a wide range of tasks including, but not limited to:

- Fielding and responding to incoming reporter inquiries, developing talking points, tracking news trends, and planning activity against that appropriately.
- Developing and executing media strategies that align with and fulfill overarching communications priorities recommended by the Director of Communications.
- Establishing and managing relationships with community-based, city-wide, and key national reporters, and media outlets to ensure maximum reach of publicity.
- Monitoring breaking news and responding appropriately to the relevant borough or city-wide news.
- Drafting all written press communications coming from the Office of the Brooklyn Borough President including press releases, media advisories, quotes on behalf of spokespeople, and op-eds.
- Coordinating events on behalf of the Brooklyn Borough President's Office such as location, coordinating audio/visuals, liaising with IGA and community affairs on the participation of elected officials and other community members/representation, and coordinating media attendance through media advisories, preparing run-of-show, conducting appropriate follow-up post-event.
- Preparing talking points and scripts for the Brooklyn Borough President and Deputy Borough President prior to media interviews and public appearances.
- Responsible for drafting all written press communications for press releases, media advisories, quotes on behalf of spokespeople, and op-eds.
- Staffing the Brooklyn Borough President and/or Deputy Borough President at press events and overseeing and managing media interactions.
- Prepare ongoing metrics reports of media relations, including providing media clips featuring the Borough President and the Deputy Borough President.

## Minimum Qualifications Requirements

- Bachelor's degree in the areas of communications, public relations, digital communications, public affairs, or another relevant field, plus 5 years of experience in public relations or public affairs.
- Excellent written and verbal communication skills.
- Successful track record of working with a diverse pool of NYC-based media contacts.
- Ability to work well under pressure and prioritize tasks.
- Ability to analyze the administration's communications strategy and identify strategic weaknesses and make recommendations for improvements.
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- Ability to exhibit a professional demeanor in the fast-paced and high-pressure work environment.
- A deep knowledge of New York City government; and a strong commitment to the values and vision articulated by the Brooklyn Borough President.

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**To apply:** Submit a resume, cover letter, and the contact information for three professional references to [BKBPHR@brooklynbp.nyc.gov](mailto:BKBPHR@brooklynbp.nyc.gov) with the subject line "Press Secretary" Submission of an application package does not guarantee that you will receive an interview. Only those candidates under consideration will be contacted.

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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](mailto: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 of August 2, 2021, all new hires must be vaccinated against the COVID-19 virus, unless they have been granted a reasonable accommodation for religion or disability. This requirement must be met by your date of hire unless a reasonable accommodation for exemption is received and approved by the hiring agency.

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](#).