



## JOB VACANCY NOTICE

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**Office Title:** Social media Manager

**Salary:** \$64,543- New City Employees  
\$69,603- Incumbents with 2 years

**Civil Service Title:** Research & Liaison Coordinator

**Title Code & Schedule:** 13196- Full Time

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The Office of the Brooklyn Borough President is seeking a highly motivated individual to serve as its Social Media Manager within the Communications Department. The Social Media Manager will report directly to the Director of Communications and work collaboratively with the communications team. The Social Media Manager will be the voice of Brooklyn Borough Hall through social media platforms. They will perform a wide range of tasks including, but not limited to maintaining the Brooklyn Borough President's social media presence to amplifying news and announcements from the Brooklyn Borough President. Monitoring and responding to breaking news, and social media followers, engaging with relevant community-based organizations, elected officials, and city agencies.

### **Role and Responsibilities**

- Managing, drafting, and scheduling all content on all the Brooklyn Borough President's social media channels (Facebook, Instagram, Twitter).
- Establishing and updating ongoing, socially aware, and sensitive social media strategies representing the Brooklyn Borough President's priorities.
- Monitoring and responding to breaking city-wide and borough-wide news relevant to the Borough President.
- Engaging with prominent and partnering community-based organizations, elected officials, and city agencies to communicate news and/or resources from Borough Hall to Brooklynites.
- Researching social media trends and informing management of changes that are relevant to the Brooklyn Borough President's digital activities.
- Setting key performance indicators (KPIs) for social media strategies, such as targets for a certain number of shares or likes and measuring performance against the KPIs.
- Must be flexible to work nights and/or weekends, as necessary.

### **Minimum Qualifications Requirements**

- Bachelor's degree in the areas of communications, public relations, digital communications, public affairs, or other relevant fields plus 5 years of experience in social media and digital communications

### **Preferred Skills**

- Experience managing multiple social media channels aligned to one brand and/or spokesperson.
- Ability to organically grow social media followers, work well under pressure and prioritize tasks as necessary.

- Analyze the administration’s social media strategy, identify strategic weaknesses, and make recommendations for improvements.
  - 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.
  - A deep knowledge of the New York City government; and a strong commitment to the values and vision articulated by the Brooklyn Borough President, Antonio Reynoso.
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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 “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.

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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.

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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](#).

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**Post Date:** March 2, 2022

**Post Until:** Until Filled

**JVN #:** 012-22-09

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