



Communications Specialist

Press Office

Salary: \$60,000 - \$75,000

Reference #EX-COM-01

Advance your career at the New York State Division of the Budget (DOB)! DOB develops, negotiates, and implements one of the largest government budgets in the country, which provides the fiscal roadmap for State programs, policies, and services.

DOB Press Office is seeking a motivated and creative Communication Specialist to support content creation, messaging development, and employee engagement under the guidance of DOB's Communications Director. The incumbent will have the opportunity to work with stakeholders across DOB to shape future communication and media strategies.

Responsibilities

- Content Creation:
 - Manage content, copy editing, layout, printing coordination, and publishing for various collateral including presentations, remarks, and publications for both internal and external stakeholders.
 - Oversee the curation and distribution of DOB's "daily clips" email blast, which communicates media coverage of topics and issues that impact DOB and budget making.
 - Assist internal teams with drafting and distributing internal communications materials such as announcements and employee recognition pieces.
- Social Media Management:
 - Oversee DOB's social media presence as a communications vehicle for the press office and to support recruitment efforts.
 - Support the Executive Chamber digital team by re-emphasizing core messaging through social media channels.
- Messaging Development:
 - Collaborate with leadership to craft clear and consistent messaging regarding important initiatives.
 - Create and/or coordinate responses to press inquiries from major news outlets in a variety of portfolios.
 - Maintain DOB's brand and positioning on both internal and external communications.
- Employee Engagement Strategies:
 - Assist internal teams in implementing internal communication campaigns to foster employee morale, promote positive culture, and encourage participation in DOB events.
- Stakeholder Management:
 - Regularly engage with DOB management and staff to gather feedback and ensure communication aligns with their needs.
- Metrics and Reporting:
 - Identify resources and innovative strategies to support efficiency.



Qualifications

Candidates for this position should demonstrate the following:

- Excellent writing and editing skills with the ability to adapt communication style to different audiences.
- Strong understanding of internal communication principles and best practices.
- Proven ability to manage multiple projects simultaneously and meet deadlines.
- Excellent interpersonal skills with the ability to build relationships and collaborate effectively across different levels of the organization.

The ideal candidate will have strong editing skills and a willingness to learn. Key skills for this role include objectivity, flexibility, and adaptability. Mandatory overtime may be required.

Benefits of Working at DOB

Learn about DOB's benefits: including health and wellness perks; work-life balance programs; and learning and development opportunities at <https://www.budget.ny.gov/employment/benefits.html>.

Experience of Working at DOB

Entry level analysts benefit from the knowledge and mentoring of seasoned staff while learning policy development and implementation. For more on what it's like to work at DOB, check out DOB's Employment [video series](#).

How to Apply

To be considered for this or future positions with DOB, please complete the [Online Employment Application](#) and select "Communication Specialist" as the Title Applying For. Applications are held in DOB's resume database for three months, after which candidates may reapply to be considered for future opportunities. If you require assistance in applying for employment with the DOB, or if you have any questions about working for DOB, please contact CareerOpportunities@budget.ny.gov.

AN EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

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We are happy to provide religious accommodations during the hiring process for those in need. If you have a disability or special need that requires a reasonable accommodation, please send a request to Accessibility@budget.ny.gov.