

Date Posted: 12/02/2022

Notice of Job Opening

Position: Special Projects Coordinator

Applicants must meet the requirements outlined in the enclosed job description.

*PLEASE NOTE: This position is in the competitive class and will be filled on a provisional basis pending the outcome of the civil service examination.

** Effective immediately, **all new hires must be vaccinated against the COVID-19 virus**, unless they have been granted an exemption for religion or disability. If you are offered city employment, this requirement must be met by your date of hire, unless an exemption is received and approved by the Office of Human Resources.

Department: Office of the Mayor

Number of Vacancies to be filled: 1

Rate of Pay: \$57,200- \$85,800 annually

Schedule: 37.5 hours/week

Application Deadline: **Until Filled**

All applicants must submit an application online via jobs.albanyny.gov to be considered for the job opening.

Residency Requirement: YES

Per City Code § 62-1, all individuals hired by the City of Albany municipal government must be or become residents of the City of Albany within 180 days of hire. Failure to move into the City shall be deemed a voluntary resignation.

The City of Albany is an Equal Opportunity /Affirmative Action Employer.

SPECIAL PROJECTS COORDINATOR

DISTINGUISHING FEATURES OF THE CLASS: This position is responsible for highlighting the City of Albany through engaging social media content, appealing audiovisual graphics, and digital-that-becomes-print materials, as well as ensuring the continuous updating of the City's website, social media channels, and other forms of communication. The incumbent should be creative, possess solid writing and organizational skills, and have knowledge of and experience with project management and graphic design concepts. The incumbent will coordinate the production and dissemination of print, on-line, audio/video materials, and draft communications materials including news releases and website copy. Work is performed under the general direction of the Chief of Staff.

TYPICAL WORK ACTIVITIES:

- Conceptualize, plan, and produce engaging and dynamic communications including social media and website content – including videos, graphics, and other visually-engaging mediums – newsletter articles, FAQs, fact sheets, press releases, and community presentations.
- Identify improvements in the development and distribution of all digital, print, audiovisual, and other communication mediums.
- Coordinate social media plans with City departments to promote events and information, and coordinate messaging of various initiatives and projects.
- Develop metrics and measures to gauge effectiveness of communications.
- Foster positive and collaborative working relationships between City Department peers requesting assistance.
- Manage partnership with various organizations that specialize in videography and photography to ensure accurate and timely completion of integrated projects.
- Provide direction and guidance to various City Departments when developing strategic communications.
- Serves as main web liaison for department information on website(s).
- Design, create, implement, and integrates website pages and graphics that are visually compelling and technically efficient.
- Coordinate web projects timelines and reviews project schedules with web provider/host and department personnel to ensure timeframes are appropriate and can be met;
- Be available some nights and weekends to attend events, staff the Mayor, and/or draft communications materials and manage social media during emergencies and other urgent matters.
- Helps to organize City of Albany events hosted by the Office of the Mayor;
- Enters and retrieves information in an automated information system;
- Performs related work as required.

PERFORMANCE KNOWLEDGE, SKILLS ABILITIES, AND PERSONAL CHARACTERISTICS:

- Creativity;
- Working knowledge of audio/visual software and equipment such as digital cameras, camcorders and other assorted digital media;
- Good knowledge of conversion of existing images (TIFF, BMP, JPG, GIF) for online use;
- Working knowledge of HTML and Web utilities (i.e. Web browsers, FTP, audio);
- Skill in Web authoring;
- Ability to investigate complex problems and develop appropriate solutions;
- Ability to plan and implement complex action planning;
- Ability to understand and follow oral and written instructions;
- Ability to establish and maintain working relationships;
- Physical condition commensurate with the demands of the position.

MINIMUM QUALIFICATIONS:

A) Graduation from a regionally accredited or New York State registered college or university with a Bachelor Degree (or higher), **AND** one (1) years full time paid of experience in communications, public relations, marketing, graphic design, or related field involving the preparation and distribution of public information materials; **OR**

B) Graduation from a regionally accredited or New York State registered college with an Associate's Degree, **AND** three (3) years of experience as outlined in (A) above; **OR**

C) An equivalent combination of training and experience, as defined by the limits of A) and B) above.