

**Social Media Writer/Producer**  
**Mayor's Office of Creative Communications**  
**Job # 15773**

**About the Office:**

The Mayor's Office Creative Communications team is responsible for generating social media products primarily based on Mayoral policy and events. Our mission is to make content that adds value to New Yorkers' lives, encourages engagement, and illuminates the story of how the administration's policies affect everyday people. We work on everything from large, policy-driven campaigns to rapid-response tweets, photo essays, and Facebook Live events. This is a rare opportunity for a driven, politically passionate, and talented writer to collaborate closely with a group of notable content creators, award-winning photographers, and videographers from a unique position within the NYC government. In addition to being a strong collaborator, we are looking for someone who can independently generate ideas.

**About the Role:**

The Creative Communications team seeks a Writer/Producer for their social media channels. This is the ideal position for someone who has experience with journalism, social media, and politics, and is excited by the challenge of building a social media presence in New York. This is a rare opportunity for a driven, politically passionate, and talented writer to collaborate closely with a group of notable content creators, award-winning photographers, and videographers from a unique position within the NYC government. We are seeking someone who is comfortable generating ideas independently as well as someone who can be a strong collaborator. \*This role is a term-limited contract position funded through the Department of Information Technology and Telecommunications.\*

**The ideal candidate can:**

- Write engaging content across multiple social media platforms
- Condense press releases into easily digestible, colloquial language
- Collaborate well and is comfortable giving and receiving feedback
- Liaise with different department heads and policy-makers for information / on-point messaging
- Identify opportunities for intersection between city government and trending stories / media
- Prioritize multiple requests or projects like a pro
- Analyze content performance and follower behavior – helpful if familiar with Dataminr, Audiense and CrowdTangle
- Think visually / creatively to utilize the talents of our visual creators: photographers, graphic designers, and videographers
- Create sharable content that moves people

**The ideal candidate is:**

- An active contributor to social media
- A clear communicator in email and in person
- A good producer – possesses keen attention to detail from germination of idea to execution
- Precise, a skilled fact-checker
- Passionate about politics and avidly follows what's happening both locally and nationally
- In love with New York City

**To Apply:** Please submit a resume and cover letter to [Candidate Application](#).

## Instructions for Cover Letter

**We'd like to get to know you. Please address the following questions and complete the two exercises below in your cover letter.**

1. Which social media platform do you most prefer engaging with and why?
2. Where do you typically get your news?
3. Please provide one example of an innovative use of social media by a government figure or agency. Why do you think the post / tweet is so effective?
4. Why are you excited about the prospect of working in the NYC Mayor's Office?

### Exercise 1:

**Twitter:** Write two tweets for each of these three topics, suitable for the @NYCMayorsOffice account. If you have ideas for a corresponding artistic element (graphics, video, etc), please outline what it would be and why you are proposing it.

1. Shelter Repair Scorecard: <http://on.nyc.gov/2a2XZ3j>
2. Harlem Havana Week: <http://on.nyc.gov/2a2XDJV>
3. Free Feminine Hygiene Products: <http://on.nyc.gov/29PvYKo>

**Facebook:** Please choose one of the above topics and write a Facebook post suitable for each from the City of New York Government FB page. Again, we welcome the outlining of any incorporated artistic elements.

### Exercise 2:

Please find one recent news story that you would have liked the Mayor's Office to share from the past week. Please explain why you think it makes sense for the Mayor's Office to get involved or say something.

Thank you so much for your time. We look forward to reading your response!

New York City Residency Is Required Within 90 Days of Appointment  
The City Of New York and the Office of the Mayor Are Equal Opportunity Employers