



An Equal Opportunity/Affirmative Action Employer

Announcement of Intention to Fill a Job Vacancy

Engagement and Digital Communications Manager (Special Assistant, NS)

Location: Albany or New York City

Business Unit: External Affairs & Strategy

Negotiating Unit: Management Confidential (MC)

Please note that a change in negotiating unit may affect your salary, insurance and other benefits.

Salary: \$90,931 - \$114,940 (salary commensurate with experience)

Positions located within the New York City metropolitan area, as well as Suffolk, Nassau, Rockland, and Westchester Counties, are also eligible to receive an additional \$3,400 annual downstate adjustment.

Appointment Status: This is an appointment to a position in the exempt jurisdictional class.

Appointment to this position is pending Governor Appointment's Office and Division of Budget approval.

The New York State Department of Financial Services seeks to build an equitable, transparent, and resilient financial system that benefits individuals and supports business. Through engagement, data-driven regulation and policy, and operational excellence, the Department and its employees are responsible for empowering consumers and protecting them from financial harm; ensuring the health of the entities we regulate; driving economic growth in New York through responsible innovation; and preserving the stability of the global financial system.

The Department of Financial Services is seeking candidates for the position of Engagement and Digital Communications Manager in External Affairs. Duties include, but are not limited to, the following:

- Drives external engagement between DFS and key stakeholders through digital communications and in-person and virtual events;
- Assists in development and execution of social media and digital communication strategies and campaigns to engage regulated entities, consumers, trade associations, DFS staff, and other stakeholders; drives awareness of DFS initiatives; and incite action when needed;
- Creates, curates, and manages content for digital platforms (social media, website, emails, newsletters, intranet, and more), ensuring consistency with DFS brand voice and messaging;
- Writes, builds, and distributes internal and external newsletters, email campaigns, video scripts, and other digital communications to keep stakeholders informed and engaged;
- Edits reports, website content, emails, and other written communications from around the organization;
- Assists with Superintendent event calendar, logistics, and briefings, as well as staffing duties;
- Tracks and analyzes the performance of digital platforms and campaigns, using data to optimize strategies and content;
- Responds to and engages with stakeholders on digital platforms in a timely manner;
- Stays up-to-date on digital communications and engagement best practices and tools to continuously improve DFS engagement efforts.

Preferred Qualifications

- Bachelor's degree in communications, marketing, public relations, English, or a related field and three years of experience, or an Associate degree in the same fields noted above and five to seven years of experience.
 - Qualifying experience is being defined as experience in external affairs, communications, public relations, or a similar field.
- Proven experience in digital communications, social media management, or a related communications role.
- Excellent written and verbal communications skills, attention to detail, and organizational skills.
- Proficiency in social and digital media platforms and management tools, including LinkedIn, Meta Business Suite, X, YouTube, ClickUp, GovDelivery, and more.
- Proficiency in Microsoft Word, Excel, PowerPoint, and SharePoint.
- Knowledge of SEO best practices and Google Analytics.
- Creative thinker with ability to generate innovative ideas for engaging content.
- Strong analytical skills with the ability to interpret data and make data-driven decision.
- Strong organization and project management skills with the ability to manage projects from inception to go-live.
- Ability to work independently and as part of a face-paced collaborative team.
- Ability to initiate and maintain relationships across a diverse set of stakeholders.
- Graphic design and photography skills or experience with design tools (Canva, Adobe Creative Suite) a plus.

Appointment method:

This is an appointment to a position in the exempt jurisdictional class. As such, the incumbent of this position would serve at the pleasure of the appointing authority.

To Apply: Interested qualified candidates must submit a resume and letter of interest **no later than April 14, 2025** to the email address listed below. Please include Box# (**Box EDCM-SA-00155**) in the subject line of your email to ensure receipt of your application. **Email submissions are preferred.**

Please be advised that the New York State Department of Financial Services does not offer sponsorship for employment visas.

Nathan Keiper
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Fax: (518) 402-5071

All candidates that apply may not be scheduled for an interview.

Public Service Loan Forgiveness

Employment with New York State qualifies an individual for Public Service Loan Forgiveness (PSLF). This program forgives the remaining balance on any Direct Student Loans after you have made 120 qualifying monthly payments while working full-time for a U.S. federal, state, local, or tribal government or not-for-profit organization. To learn more about the program and whether you would qualify, please visit: <https://studentaid.gov/manage-loans/forgiveness-cancellation/public-service>

AMERICANS WITH DISABILITIES ACT: REASONABLE ACCOMMODATIONS

Under the Americans with Disabilities Act (ADA), the Department of Financial Services is required to provide reasonable accommodation for known physical or mental limitations of an otherwise qualified applicant with a disability if an accommodation would enable the applicant to perform the essential functions of the job. If the accommodation would constitute an undue hardship on the operations of the agency, the agency is not required to provide it.

All people with disabilities are encouraged to apply to all jobs for which they meet the minimum qualifications.