

## Job ID: 225884

<b>Business Title:</b>	Online/Social Media Coordinator, Chronic Disease Prevention and Tobacco Control		
<b>Civil Service Title:</b>	CITY RESEARCH SCIENTIST		
<b>Title Code No:</b>	21744	<b>Level:</b>	03
<b>Job Category:</b>	Health		
<b>Career Level:</b>	Experienced (non-manager)		
<b>Proposed Salary Range:</b>	\$ 76,340.00 - \$100,322.00 (Annual)		
<b>Work Location:</b>	42-09 28th Street		
<b>Division/Work Unit:</b>	Tobacco Control		

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### Job Description

We are looking for a highly motivated and productive public health professional to be a part of an internationally-renowned bureau.

The Online/Social Media Coordinator will report to the bureau's Director of Communications and Partnerships. A qualified candidate will need strong experience in communications and all digital and social media efforts. Strong experience in tobacco control and chronic disease prevention is a plus.

#### Key Responsibilities Includes:

- Coordinate with bureau's programs to create, manage and maintain internal and external website content.
- Collaborate with DIITT and Communications to manage the content and design of the bureau's website and integration of bureau's content within agency-wide Web applications (ie: DOHMH site locator).
- Coordinate with Communications on all digital and social media efforts.
- Curate content for bureau's social media channels.
- Moderate, on a day-to-day basis, the bureau's social media platforms.
- Utilize social media analytics to inform content development and paid promotion campaigns.
- Oversee the development, maintenance and evaluation of bureau's mobile applications.
- Oversee implementation and evaluation of the bureau's text message programs.
- In collaboration with the Director of Communications & Partnerships, coordinate online paid media for digital campaigns.
- Contribute to the strategy and tracking of earned and paid media.
- In collaboration with the Research & Evaluation unit, conduct and coordinate quantitative and qualitative research and analyze and disseminate findings.
- Draft publications and reports.

- Work closely with other Bureau staff to ensure that research and evaluation activities are aligned with bureau goals and agency priorities.
- Provide additional research, evaluation and analytic support as necessary for bureau programs.
- Draft and submit applications and reports to IRB as needed, and assist the Director of Communications & Partnerships in other projects, as needed.

### **Minimum Qual Requirements**

1. For Assignment Level I (only physical, biological and environmental sciences and public health) A master's degree from an accredited college or university with a specialization in an appropriate field of physical, biological or environmental science or in public health.

To be appointed to Assignment Level II and above, candidates must have:

1. A doctorate degree from an accredited college or university with specialization in an appropriate field of physical, biological, environmental or social science and one year of full-time experience in a responsible supervisory, administrative or research capacity in the appropriate field of specialization; or
2. A master's degree from an accredited college or university with specialization in an appropriate field of physical, biological, environmental or social science and three years of responsible full-time research experience in the appropriate field of specialization; or
3. Education and/or experience which is equivalent to "1" or "2" above. However, all candidates must have at least a master's degree in an appropriate field of specialization and at least two years of experience described in "2" above. Two years as a City Research Scientist Level I can be substituted for the experience required in "1" and "2" above.

#### **NOTE:**

Probationary Period

Appointments to this position are subject to a minimum probationary period of one year.

### **Preferred Skills**

- Preference for expertise in the following areas: social media, Hootsuite (or similar monitoring program), Adobe Acrobat, HTML coding, Photoshop (or similar editing program), customer service experience, SEO knowledge, copywriting, project management
- Ability to handle multiple high-priority projects and assignments simultaneously, to shift fluidly among them, and to work independently, when necessary, towards creative problem solving; and
- Preferred candidates should have excellent analytical and reasoning skills; strong written and oral communication skills; and superior interpersonal skills.

### **To Apply**

Apply online with a cover letter to <https://a127-jobs.nyc.gov/>

In the Job ID search bar, enter: job ID #:225884.

We appreciate the interest and thank all applicants who apply, but only those candidates under consideration will be contacted.

### **Work Location**

42-09 28th Street, Queens, NY, 11101

### **Residency Requirement**

New York City residency is generally required within 90 days of appointment. However, City Employees in certain titles who have worked for the City for 2 continuous years may also be eligible to reside in Nassau, Suffolk, Putnam, Westchester, Rockland, or Orange County. To determine if the residency requirement applies to you, please discuss with the agency representative at the time of interview.

**POSTING DATE:** 12/16/2015

**POST UNTIL:** Until Filled