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**Director of Content Strategy**

**(New York, NY)**

**New York State Homes and Community Renewal (HCR)** fosters the creation and preservation of high quality affordable housing, while working strategically to revitalize neighborhoods and communities throughout the Empire State. Under the leadership of Governor Andrew M. Cuomo and Commissioner RuthAnne Visnauskas, ***HCR*** is a vibrant, innovative agency that integrates and leverages New York State’s housing resources. We have offices in New York City, Albany, Buffalo and Syracuse, and employ a diverse workforce of professionals who are hard-working and committed to serving low and moderate income families. Our mission is far reaching, encompassing single and multifamily housing finance, home improvement, rent regulation, housing subsidies, and community development. We partner regularly with a variety of public and private stakeholders.

Achieving this mission requires a wide range of skills and backgrounds in public policy, administration, real estate, architecture, finance, law and many other areas of expertise. We seek to provide a workplace environment that is productive, flexible, accountable, ethical and caring. Our employees are empowered to make a difference where they live and work. We offer competitive pay and a comprehensive benefits package, including paid leave, health, dental, vision, retirement and family-friendly policies.

HCR’s Mission and Goals:

* Partner to improve and preserve New York State’s homes and communities
* Finance and leverage resources to create and preserve safe, decent and affordable housing for the States low-moderate income individuals and families
* Support the revitalization and economic growth of the State’s destressed communities and neighborhoods
* Increase compliance with rent laws and regulations in order to protect the legal rights and obligations of tenants and owners: and
* Proactively enforce rent regulations and identify potential fraud.

New York State Homes and Community Renewal (NYSHCR) consists of all the major housing and community renewal agencies of New York State, which were recently merged and integrated under a single management structure.

**The Public Information Office (PIO)** identifies opportunities to promote agency activities and initiatives, serves as HCR’s liaison with the media, and plans and executes public events. PIO values professionals that enjoy working in a fast-paced environment and who have the skills required to effectively support the department’s mission to provide the public and media with timely and accurate information and to enhance communications and relationships between New Yorkers and the agency.

**POSITION SUMMARY:**

Under the general direction of the Deputy Commissioner for Communications and Public Information, the employee will be responsible for setting and executing the agency’s content marketing strategy. The estimated starting salary for this position is $113,000.

**DUTIES & RESPONSIBILITIES**

* Work across multiple platforms to develop and implement a branding strategy for HCR to enhance the public’s understanding of the role the agency plays across New York State, including the creation of an agency annual report.
* Create, distribute, and promote comprehensive marketing strategies, including a digital advertising campaign, in order to raise public awareness about HCR’s programs and services.
* Working closely with senior management and Human Resources staff to develop and implement an internal communications strategy to highlight the Commissioner’s vision for the agency; promote integration of HCR’s subsidiary entities and raise employee engagement and morale.
* Utilize social media and other digital marketing channels to promote agency content.
* Create effective content management system for agency website and intranet.
* Collaborate with public information office staff to support and promote agency participation in events such as groundbreakings, ribbon cuttings, conferences, forums, and other public meetings.
* Ensure HCR is properly positioned and attending applicable conferences and events planned by other state agencies, outside organizations and community stakeholders.
* Establish and enforce agency editorial standards and style guide.
* Develop and maintain a content distribution strategy and calendar.
* Create efficient content and graphic design processes for projects such as agency reports, marketing collateral, external signage, internal communications and presentation materials.
* Day-to-day management of marketing staff, event coordinators, graphic designers and digital media officers.

This job description is not intended to be all inclusive and employee will be expected to perform other reasonably related duties as assigned.

**Minimum Qualifications and Desired Skills:**

* Bachelor's degree in communications, public relations, marketing or related field.
* Seven-plus years of related professional experience.
* Strong communicator and strategic thinker with a proven ability to translate complex concepts into easily-digestible and compelling content.
* Accomplished at developing content across a broad range of formats with exceptional storytelling, editing, design and writing skills.
* Clear understanding what makes content great and recognize that what resonated yesterday may not resonate tomorrow.
* Excellent project management skills and strength in managing multiple projects and deadlines with both internal and external stakeholders.
* Some experience and understanding of event planning and marketing.
* Track record of directly managing a team who recognizes employee strengths and areas for improvement and provides thoughtful feedback.
* Experience working within a large organization or government setting is a plus.

**WHAT WE OFFER:**

* Exciting opportunity to be part of New York’s resurgence to greatness;
* Extensive benefits package including paid leave, excellent health, dental, vision and retirement benefits;
* Promotional opportunity for dedicated professionals.

**TO APPLY, please send resume and cover letter to:** HTFCJobs@nyshcr.org

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