

Bill de Blasio  
Mayor, City of New York

Laura Rog  
Acting NYC Chief Service Officer

## **2021-2022 NYC Service Fellowship Program**

### **Digital Engagement Coordinator**

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The mission of NYC Service is to build partnerships to deepen and expand civic engagement through volunteer and service programs, creating sustainable change for our city's greatest needs.

Each NYC Service Coordinator reports to a direct supervisor, but also works with other members of the NYC Service leadership team and staff on a daily basis.

#### **Position Description**

The Digital Engagement Coordinator will coordinate digital community support, content, and digital engagement tactics for the NYC Service website and digital platforms while working across 6 departments made up of approximately 30 staff to contribute to the agency's overall marketing strategy. This position reports into the Communications and Marketing Manager. The ideal candidate will have a sharp eye for details, interest in digital engagement, and upbeat attitude that carries into the NYC Service digital voice.

Key responsibilities include the following:

#### ***Digital Engagement***

- Spearhead development and implementation of user resources for NYC Service website
- Guide organizations through the website experience and provide on-going digital support for organizations and volunteers
- Analyze website data to identify opportunities to engage organizations
- Develop e-mails and analyze the effectiveness resource sharing
- Monitor, track and analyze digital marketing effectiveness
- Build relationships across agencies to support in effective digital campaigns

#### ***Content Strategy***

- Creatively conceptualize ways to depict NYC Service's work and the work of partners through digital media
- Coordinate with teams on communications needs and priorities
- Support teams in developing digital engagement opportunities for events and initiatives
- Use knowledge of organizations on website to create or source content for digital platforms
- Work on special projects related to training and supporting staff in marketing efforts
- Update the NYC Service website as needed

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### ***Advance NYC Service Mission, Values, and Goals***

- Represent NYC Service at select in-person or virtual events
- Attend meetings with local stakeholders
- Assist with the provision of content for NYC Service social media platforms and the NYC Service e-newsletter
- Be available on select weekends and on select evenings throughout the Fellowship for projects
- Provide project support with other service activities and programs, as needed, including emergency volunteer response
- Support City initiatives as needed, including but not limited to possible emergency response and recovery

### **Skills**

- Bachelor's Degree (Minimum)
- Commitment to service year programs and volunteerism
- Ability to work both independently and as an effective team member
- Experience in relationship management and excellent project planning skills and experience leading a project from start to finish
- Excellent written and verbal communication skills, experience copy-editing preferred.
- Ability to work in multicultural environment, interest in digital accessibility, and understanding of the diverse NYC landscape
- Strong interest in digital community engagement, and knowledge of backend website operations
- Experience with Squarespace, WordPress, or other website platform preferred
- Salesforce experience preferred
- Strong knowledge of Microsoft Excel, Microsoft Outlook, Instagram, Twitter, LinkedIn, and Facebook preferred
- Experience in marketing, graphic design, photography, or web design a preferred
- Basic knowledge of Canva, MailChimp, Hootsuite, or Adobe Illustrator or Photoshop, a plus
- Language skills a plus: ability to write in second language, such as Spanish, Arabic, or Chinese Simplified