Position
Communications Advisor

Job Number: 43317

The Agency You’ll Join
The NYC Mayor’s Office administers all city services, public property, most public agencies, and enforces all city, state, and federal laws within New York City. New York City’s Mayor, Eric Adams is head of the executive branch of New York City’s government. Mayor Adams has served the people of New York City as an NYPD officer, State Senator, and Brooklyn Borough President. The Adams’ Administration is leading the fight to make New York City’s economy stronger, reduce inequality, improve public safety, and build a stronger, healthier city that delivers for all New Yorkers. As an agency, we value fairness, helpfulness, transparency, leadership and build our teams around these values. For current job opportunities visit our careers page.

The Team You’ll Work With
The Mayor’s Office of Food Policy (MOFP) advances the City’s efforts to increase food security, promote access to and consumption of healthy foods, and support economic opportunity and environmental sustainability in the food system. The Office works across city agencies, including but not limited to the Departments of Education, Health and Mental Hygiene, Social Services, and Aging, to develop and advance innovative food policy. The office reports to Deputy Mayor of Strategic Initiatives, Ana Almanzar. MOFP is critical in integrating an equity frame into food policy priorities and solutions. To accomplish this mission, the Mayor's Office of Food Policy serves as a thought leader, facilitator, and convener, playing a lead role in:

- Providing guidance to the Mayor, Deputy Mayors, and City agencies regarding programs, initiatives, funding priorities, and legislation;
- Leading the development and driving successful delivery of cross-agency strategy and initiatives that continue to place New York City on the cutting edge of food policy;
- Advising and coordinating City agencies and Mayoral offices, to ensure a systems approach to food policy initiatives;
- Advancing the administration’s goal to reach a more equitable, sustainable and healthy food system by 2031;
• Creating partnerships with advocates, nonprofit and community organizations, academic institutions, and private industry to further carry out its mission.

The Office of Food Policy works to ensure that the food New Yorkers receive is delicious, nutritious, culturally appropriate and furthers the City’s ambitious climate goals. As an office and team, we value generosity, transparency, and accountability and strive to ensure that all team members feel heard and included. To learn more about the Mayor’s Office of Food Policy, visit nyc.gov/food. The staff of MOFP bring a variety of talents and perspectives to their work. Team values include generosity, accountability, transparency, and openness.

The Problems You’ll Solve

The Communications Advisor brings to life the details and progress of the dynamic work of MOFP. Reporting to a Deputy Director, the Communications Advisor will work with all team members. The Advisor will develop and implement a robust narrative and communications strategy for our growing office. Responsibilities include but are not limited to the following:

• Develop guidance on narrative and messaging in collaboration with the Leadership team
• Provide leadership and mentoring MOFP team members around communication strategies and tactics
• Create and implement an office-wide communications plan, using multi-media tools, adhering to a posting schedule to ensure that the mission and vision of MOFP reaches New Yorkers, and track metrics on reach and receptivity.
• Draft press releases to publicize initiatives, news, actions, and community events. Draft quotes attributable to the Executive Director and the Deputy Mayor for Strategic Initiatives when applicable. Collect quotes from city agency leads as well as external partners.
• Organize and maintain MOFP press list; cultivate new outlets. Ensuring that MOFP reporters are engaged with and responsive.
• Update and maintain MOFP website using TeamSites; ensure website continues to reflect office priorities and initiatives and meets accessibility guidelines.
• Attend virtual and in-person meetings and events, with both internal and external stakeholders. Ensure meticulous notetaking and, when necessary, prompt completion of briefing forms for meetings and events thereafter.
• Remain alert to internal or external event that may impact projects the office or the general city administration is working on.
• Contribute to building alignment and maintaining coherence in office messaging by providing quality assurance of written products and presentations.
• Provide general support to the MOFP team, assisting in daily office needs and general administrative activities, including making travel and meeting arrangements, preparing and updating reports, agendas, contact databases, and maintaining other MOFP systems.
About You

- You have commitment to our office’s mission and values and interest and understanding of the food system in NYC and beyond!
- You have a Bachelor’s Degree (preferably in digital communications, communications, journalism, etc.) OR High School Diploma + 3 years relevant experience (Minimum)
- You have Microsoft Office Suite (Excel, Outlook, PowerPoint, Word, Outlook, etc.)
- You have excellent writing, and communication skills.
- You can communicate complex topics effectively, in simple and easy-to-understand language
- You have a collaborative spirit and ability to work with Policy Advisors to create non-technical written content
- You have social media competency, knowledge of campaigns, hashtags, and demonstrated ability to build out a following
- You have design and technical skills such as experience using Adobe Creative Cloud and web design tools: basic design and video editing skills
- You have relationship management experience with journalists and influencers
- You have excellent organizational and administrative skills
- You can work both independently and as an influential team member
- You are comfortable with making pivots and changing course
- You are detail-oriented, with a keen eye for accuracy
- You are proactive and enthusiastic
- You can ability to travel throughout New York City and work beyond traditional working hours and schedules

Salary

The City of New York Office of the Mayor’s compensation package includes a market competitive salary, equity for all full-time roles and exceptional benefits. Our cash compensation range for this role is $65,000 to $80,000.

Final offers may vary from the amount listed based on candidate experience and expertise, and other factors.

Apply Now!

Equal Opportunity | Diversity Equity & Inclusion Statement

The Office of the Mayor is an inclusive equal opportunity employer committed to recruiting and retaining a diverse workforce and providing a work environment that is free from discrimination and harassment based upon any legally protected status or protected characteristic, including but not limited to an individual's sex, race, color, ethnicity, national origin, age, religion, disability, sexual orientation, veteran status, gender identity, or pregnancy.
The Adams Administration values diversity — in backgrounds and in experiences that is reflective of the city it serves. Applicants of all backgrounds are strongly encouraged and welcome to apply.

If you are a qualified individual with a disability or a disabled veteran, you may request a reasonable accommodation if you are unable or limited in your ability to access job openings or apply for a job on this site as a result of your disability. You can request reasonable accommodations by EEO at EEO@cityhall.nyc.gov.

New York City Residency Is Required Within 90 Days of Appointment