



Roosevelt Island Operating Corporation

TITLE: Assistant Vice President, Communications

DEPARTMENT: Communications

JOB TYPE: Full-time, Administrative

SALARY RANGE: \$140K/Annually

The Roosevelt Island Operating Corporation (RIOC) is a public benefit corporation and politic arm of New York State, whose mission is to develop, maintain, and operate the infrastructure of Roosevelt Island. As part of this mandate, RIOC operates and maintains several facilities including the Cultural Center, Sportspark, and the Motorgate Garage; as well as other outdoor spaces such as Firefighter's Field, Southpoint Park, and Lighthouse Park, among other facilities and locations. Infrastructure operations also includes the Aerial Tramway, and a free Red Bus Service that stops at various points on Roosevelt Island; and a Public Safety Department that serves as the community's first responders in coordination with the New York City Police Department. RIOC's workforce is also comprised of union workers from Local 210, 32BJ, PSOB, and other administrative staff.

POSITION SUMMARY:

The Assistant Vice President, Communications (AVP, Communications) manages and executes all communications, public relations, and social media efforts for Roosevelt Island Operating Corporation (RIOC). The incumbent reports directly to the President/CEO and works closely with the senior leadership and serves as a link between RIOC, the media, other government entities and the island community. The incumbent will cover a broad scope of responsibilities, ranging from supporting and serving as the representative for the President/CEO's public engagements; RIOC's website oversight, monthly newsletter, formulates all internal and external communication, specifically, the incumbent develops and executes a wide-ranging and multi-faced strategy to ensure that all of RIOC's communications are aligned effectively to reinforce RIOC's business objectives, priorities, culture, mission, and commitment to their stakeholders. The AVP will develop and lead communications strategies to further enhance RIOC's objectives.

JOB RESPONSIBILITIES:

The following duties are illustrative and not exhaustive. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.

Internal/External Communications

- Manages internal and external communications, including reviewing cadence, distribution channels and writing quality. Develops strategic communications plan, directly managing communications activities which promote and enhance RIOC's public profile.
- Provides oversight for all communication outlets and briefs the President/CEO with updates and timely information; identifies key message points to convey to stakeholders.



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- Determines, develops, and ensures communications strategies align and reinforce business objectives, strategic priorities, culture, vision, and value proposition.
- Strong ability to identify ineffective communication; examine; investigate the issue and provide a resolution-oriented approach and proactively offer actionable insight to the President/CEO.
- Develops and drives RIOC's messaging strategies, sets tone and pitch of announcements and communications which promote new initiatives with a positive impact.
- Prioritizes media opportunities, prepare talking points, speeches, Op-Eds, presentations, and other supporting materials as needed.
- Provides oversight for all communication outlets and briefs the President/CEO with updates and timely information; identifies key message points to convey to stakeholders.
- Perform other duties as assigned.

Stakeholders Engagement

- Develops and maintains relationships with stakeholders, including the executive team, board of directors, elected officials, relevant government agencies, community and civic organizations, partners/sponsors through written communications and other updates.
- Develops and fosters strong media relationships and maximizes media engagement opportunities.
- Ensures all public or stakeholder opportunities for the CEO are fully vetted.
- Works with leadership team to recognize internal and external communications opportunities and solutions to define and execute appropriate strategies.
- Creates a public relations strategy that will allow the President/CEO, to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including media and key community influencers.
- Coordinates coverage to participate in New York State Executive Chamber or elected officials press calls and news conferences.
- Manages and serves as primary contact and spokesperson for internal and external stakeholders for media relations policies, issues, and opportunities.
- Ensures Communications team's presence to support and participate in all RIOC's Board of Director's meetings, community board meetings, and sponsored events.



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- Drives opportunities to build capacity of internal and external audiences through trainings, tools development, and workshops (i.e., composting, holiday trail).

Administrative Duties

- Reviews solicitations and prepares routine response for proposals, bids, and contract modifications. Communicates contract policy and practice to internal collaborators.
- Consults with legal to analyze contract requirements, special provisions, terms, and conditions to ensure compliance with appropriate laws, regulations, corporate policies, and business guidelines.
- Prepares, organizes, and maintains contract records and files, documenting contract performance and compliance.

Marketing and Content Management

- Manages RIOC's social media platforms and newsletter, and actively works to grow the corporation's digital audiences.
- Develops and manages internal/external communications, publications and RIOC's website, ensuring that it is current, relevant, useful, and user-friendly. Manages and executes social media strategies across multiple platforms including Twitter, Facebook, LinkedIn, YouTube, and Instagram.
- Creates rich and creative content that is optimized for search engines.
- Collaborates with the Director, Programs and Partnerships in supporting special events, and strategic initiatives as needed, including community outreach, public programming, and sponsorship efforts.
- Develops delivery and packaging plans for corporate messages and identifies branding initiatives and opportunities.
- Manages and develops a wide range of communication materials, including web pages, videos, brochures, flyers, presentations, island signage, programming collateral, RIOC's newsletter, and brand marketing tools.

SKILLS & QUALIFICATIONS:

- Minimum of seven (7) years of experience, with not less than five (5) years in management role related to communications, public relations, or external relationships (including government or non-profit realm).



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- Must possess good business instincts and judgement. Strong leadership, interpersonal, organizational, and supervisory skills required.
- Demonstrated ability to manage sensitive issues involving multiple stakeholders needs and to respond smartly and timely to competing priorities.
- Ability to effectively multi-task, i.e., work on several projects at the same time and meet established deadlines.
- Ability to communicate complex information effectively in writing to all levels of staff, management, and external audiences. Adept at forming and maintaining external relationships and networks.
- Must have a deep understanding of social media platforms; corresponding rules/laws, news, and analytical tools.
- Ability to write, edit, design, produce, and disseminate compelling, concise communications, including press releases and speeches using a variety of formats, including print electronic, audio, and video.
- Mentors and develops staff using supportive and collaborative approach on a consistent basis. Establish and monitor staff performance and development goals, assign accountabilities, set objectives, and establish priorities.
- Knowledge of New York State and New York City governance required; knowledge and experience with elected officials, community organizations strongly preferred.
- Track record of success in creating and executing communication strategies that reach diverse and key audiences which resulted in measurable differences.
- Experience and knowledge in graphic design, presentation, public software, and web production preferred.

EDUCATION & EXPERIENCE:

The successful candidate must have a broad range of skills, but above all, they must be curious, flexible thinkers who love learning new things and tackling challenges daily. In addition, the preferred candidate should possess the following:

1. A Bachelor's degree from an accredited college or university in English, Journalism, Communications, Public Relations, Marketing, or related field preferred; five (5+) plus years of experience (academic and/or professional) with design software, including Illustrator, InDesign, Photoshop, Dreamweaver, etc. Photography experience and proficiency with photo editing software. Knowledge of WordPress and content management systems a plus.



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2. A four-year high school diploma or its educational equivalent approved by a State's Department of Education or a recognized accrediting organization and ten (10) years of experience of full-time satisfactory experience as described in "1" above; or
3. A satisfactory combination of education and/or experience which is equivalent to "1" or "2" above. Graduate study in the field of communications, public relations or journalism or other related fields may be substituted for up to one (1) year of the required experience based on thirty (30) credits equaling one (1) year of experience. Graduation from an accredited school may be substituted for one (1) year of the required experience. However, all candidates must have at least seven (7+) plus years of experience as described above.

What we offer

Comprehensive benefits package including paid holidays, vacation time, sick and personal time, medical, dental and vision insurance, and participation in the New York State and Local Retirement System.

How to Apply

Interested candidates should forward cover letter and resume to: HRstaffing@rioc.ny.gov subject line should read "AVP Communications". **Deadline to apply February 28th, 2022.**

RIOC provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability, or genetics. In addition to federal law requirements, RIOC complies with applicable state and local laws governing nondiscrimination in employment.

Pursuant to Executive Order 161, no State entity, as defined by the Executive Order, is permitted to ask, or mandate, in any form, that an applicant for employment provide their current compensation, or any prior compensation history, until the applicant is extended a conditional offer of employment with compensation. If such information has been requested from you before such time, please contact the Governor's Office of Employee Relations at (518) 474-6988 or via email at info@goer.ny.gov.