



Executive Division
Press Office – New York City
Social Media Coordinator
Reference No. PO_NYC_SMC_6385

Application Deadline is May 16, 2025

The Office of the New York State Attorney General's (OAG) [Executive Division](#) is seeking a detail-oriented digital media professional to serve as Social Media Coordinator. Drawing on their experience with social media platforms, marketing, and project management, the Social Media Coordinator will be responsible for executing the Attorney General's (AG) social media content to amplify OAG's messaging and outreach efforts. This position reports to the Digital Director and is located in the New York City office.

Duties:

- Executing and developing compelling social media content to drive awareness of and engagement with OAG's mission, priority initiatives, and more.
- Serving as an integral member of AG's Press Office and regularly partnering with internal stakeholders such as Intergovernmental Affairs, Policy and Legislation, and legal bureaus to align the press and digital strategy while also ensuring message consistency and amplification.
- Under the direction of the Digital Director, posting on and managing OAG's social media accounts.
- Recommending opportunities and long-term strategies to work with the Digital Director to grow OAG's followers and online community across platforms, including developing and executing digital campaigns across multiple social media channels.
- Applying a data-driven approach to gain insight into how OAG's messaging efforts are being received, including tracking engagement analytics and other digital metrics, establishing benchmarks and goals, and preparing regular reports for senior leadership.
- Other duties and projects as assigned.

Qualifications:

- A minimum of two (2) years of relevant digital experience, including demonstrated experience executing effective digital campaigns for public or private organizations or elected officials.
- Strong understanding of online content consumption and engagement, including a firm knowledge of social media strategy, planning, and tactics.
- Ability to deliver content and projects in a fast-paced environment.
- Fluency and expertise in using and leveraging a range of digital tools and major social platforms and experience managing and growing large social media followings.
- Excellent writing, editing, and advocacy skills, including a strong attention to detail and an ability to write in a principal's voice.
- Adept at time and project management, must be able to work on multiple concurrent projects simultaneously, and effectively manage and sequence priorities.
- Highly collaborative with effective interpersonal communication, problem-solving, and teamwork skills.

Preferred Skills and Experience:

- Familiarity with the governmental institutions in New York City, New York state, and national offices.
- Prior, relevant work experience for a candidate or public official.
- Experience with graphic design.
- Experience with email strategy and data management.
- Experience in any of the following:
 - Adobe Creative Suite

- Canva
- Search Engine Optimization (SEO)
- GovDelivery
- Coding websites and microsites, including knowledge of HTML/CSS
- Proficient at using CMSs (WordPress, HiFi, Drupal, etc.)
- Creating interactive graphics using Java, Tableau, etc.
- Video filming, creation, and/or editing
- Fluency in other languages is a plus, but not required.

The annual salary for this position is \$63,160 + \$4,000 in location pay. As an employee of OAG, you will join a team of dedicated individuals who work to serve the people of our state through a wide variety of occupations. We offer a comprehensive New York state benefits package, including paid leave, health, dental, vision, and retirement benefits, and family-friendly policies. Additionally, OAG offers a robust Workplace Flexibilities Program with multiple options for employees, including telecommuting (up to two days per week) and alternative work schedules.

*Candidates from diverse backgrounds are encouraged to apply.
The OAG is an equal opportunity employer and is committed to workplace diversity.*

How to Apply

Applications are being received online. To apply, please click on the following link: [PO NYC SMC 6385](#)

To ensure consideration, applications must be received by close of business on May 16, 2025.

Applicants must be prepared to submit a complete application consisting of the following:

- **Cover Letter**
 - You may address your letter to the Legal Recruitment Unit.
 - Indicate why you are interested in this position and what makes you a strong candidate. You may wish to include information about what life experiences you will bring to the position that will enhance OAG's ability to better serve the diverse population of this state.
- **Resume**
- **Samples of Digital Work**
 - In lieu of a writing sample, please submit a portfolio that demonstrates the range of your digital experience.
 - Save these as one file and upload it using the field that is provided for a writing sample.
- **List of three (3) references**
 - Submit only professional references; supervisory references are preferred.
 - For each reference, indicate the nature and duration of your relationship.
 - Include contact information and email addresses for each reference.
 - Please note that your references will not be contacted until after you interview for the position.

If you have questions regarding a position with OAG, the application process, or need assistance with submitting your application, please contact Legal Recruitment via email at recruitment@ag.ny.gov or phone at 212-416-8080.

For more information about OAG, please visit our website: ag.ny.gov