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NYS Office of General Services

Digital Director - VID 128163

New York, United States

\$116.7K/yr - \$147.3K/yr

2023

[About the job](#)

Minimum Qualifications

Bachelor's degree in computer science, design, public policy or administration, or related field and at least six years of experience in:

- Developing and/or implementing a digital product strategy, preferably in the government
- Must have direct experience leading, directing, mentoring, and motivating cross-functional teams of designers, developers, consumers, and stakeholders to build the right thing for end-users that gets them what they need, when they need it, and how they need it
- Developing and implementing plans for organizational change, with change management experience in diverse and complex environments

Candidates with ten years of experience or an associate degree and eight years of experience are also encouraged to apply. A.J.D. or master's degree may substitute for one year of specialized experience; a Ph.D. may substitute for two years of specialized experience.

Preferred Experience:

Demonstrated technical competence in at least one and familiarity with all the following:

- Current digital development practices and iterative delivery
- DevOps and site reliability engineering
- Custom Content Management Systems
- Digital product creation and project management
- Product design
- User experience and user interaction design
- Content design
- Technical recruiting
- Professional training and experience in meeting legal, Federal, and State regulatory compliance requirements

- Decisive leader with proven success in organizing, mentoring, and motivating cross-functional teams of designers, developers, consumers, and stakeholders
- Fierce collaborator who has a high emotional intelligence (EQ) and interpersonal skills

Location of Position:

This position will either be located in Albany or in New York City. More details about office location will be discussed during the interview. Please indicate your preferred location of Albany or New York City when applying.

Duties Description

As Digital Director, you'll report to the Executive Director of the Digital and Media Services Center (DMSC) and serve as the hands-on leader of the new Digital Team. This team will mature and modernize New York State's approach to delivering high-quality digital products and services to New York residents by focusing on customer experience, process, and technology. It will be dedicated to creating a significant digital footprint for New York State that makes online services accessible and easy to use. It will be responsible for ensuring that critical services and information are available online and cross-promoted between agencies; finding new and exciting ways to bring government to the people and make them feel involved; and assisting with priority projects that need specialized digital resources that can't be obtained from within an agency.

Grounded in deep experience and a knowledge of what works (and what doesn't), you'll strategize about what New York State's giant digital footprint should be, and what it will become. You will be a creative thought-leader about digital services and be the primary representative of your team to state agency clients and the chief problem solver for digital services. You will work not just within your team but with other teams across the Office of General Services as well as with teams across state government in other agencies and the Executive Chamber.

Duties include, but are not limited to:

- Overseeing the Digital Team's portfolio of projects, ensuring needs and challenges are anticipated, identified, and met
- Defining a compelling vision, designing measurable strategies to achieve it, and leading the change management initiative to implement it
- Promoting digital curiosity and a culture of sharing new digital trends, techniques, equipment, regulations, and policies to prepare for future needs
- Leading digital projects and assigning product managers, project managers, developers, content creators, social media strategists, and visual producers to get them done

- Serving as project leader, strategic planner, and problem solver for the Digital Service team, including executive-level client relationship management, quality control, deadline management, and establishment of performance measures
- Combining vision with execution, and galvanizing an interdisciplinary team to produce measurable, high-quality, timely, and cost-effective results
- Being a creative innovator, performing ideation and doing the work to achieve buy-in within and outside your team
- Managing your time wisely, determining priorities, and managing workflows to meet strict deadlines
- Establishing performance measures, communicating project information with the whole DMSC team, and organizing team review sessions for completed projects
- Communicating technical concepts to state agency leaders and translating strategic goals to technologists
- Working with your team and with partners across state government to grow ideas and find opportunities for change in procedures, technologies, and organizational structures
- Anticipating challenges, meeting client and staff needs, and breaking down bureaucratic barriers
- Collaborating with the DMSC Art Director and Creative Operations Director to maintain consistent branding standards across New York State's digital platforms
- Leading internal communications within your team, including ensuring staff are informed of ongoing projects they may be able to contribute to and organizing full-team review sessions for completed projects
- Traveling occasionally and putting in time on evenings and weekends if needed

Additional Comments

About the DMSC: The DMSC, housed within the Office of General Services (OGS), is a full-service solutions provider with unparalleled experience partnering with New York State agencies, authorities, and entities to meet their communications and digital needs. Simply put, we connect state agencies to the New Yorkers they serve.

Why should you come work for #TeamOGS?

The Office of General Services helps New York State move. From contracting to construction and everything in between, when you join #TeamOGS, you'll provide digital communications services to every corner of the agency and amplify our good work.

We also bring the fun, like putting on year-round community events and concert series and managing a world-class art collection. Plus, you'll get perks like:

- Generous paid time off: sick, vacation, holidays, and personal

- Telecommuting
- Health benefits, including vision and dental plans
- Paid family leave
- Paid parental leave
- Membership in the New York State Retirement System
- The security and stability of a career in New York State

Apply now if you are:

- The first to use new apps and adopt new tech, and excitedly tell everyone you care about to do the same
- Passionate about learning and sharing new digital trends, techniques, and equipment
- Bored working with the same subject matter all the time
- Not afraid to shake things up a little
- A creative strategist who can balance client needs with your team's resources and strengths
- Someone who knows how to build relationships with clients, including executive-level staff
- Ready to build and supervise a team of digital experts to help modernize state government

NOTE ON TELECOMMUTING: Employees are required to apply and obtain approval through management to telecommute according to the agency's Telecommuting Program Guidelines.

Application Dues: 04/21/23

Notes on Applying: Please submit a cover letter and/or resume detailing how you meet the minimum qualifications. Indicate the Position Title & Vacancy ID number of each position you are applying to.