



Homes and Community Renewal

Job Opportunities at New York State Homes and Community Renewal

Build a career while building a better community. Rewarding careers in Public Service start here!

SENIOR DIGITAL DESIGNER

New York, NY

Possible Hybrid Workplace Opportunity

New York State Homes and Community Renewal (HCR) is the State's affordable housing agency, with a mission to build, preserve, and protect affordable housing and increase homeownership throughout New York State.

A Civil Service exam is not required for this position. Candidates must meet the minimum qualifications outlined below to be considered.

NYS Homes and Community Renewal (HCR) is committed to fostering a culture of diversity, equity, inclusion, and accessibility. Our work would not be possible without the diverse backgrounds, experiences, ideas, and abilities of our employees. HCR is committed to developing a workforce which represents the diverse population of New York State. HCR embraces a diverse and inclusive work environment by encouraging all individuals, including those with disabilities, to apply to open positions at the agency.

The Public Information Office (PIO) identifies opportunities to promote agency activities and initiatives, serves as HCR's liaison with the media, and plans and executes public events. PIO values professionals that enjoy working in a fast-paced environment and who have the skills required to effectively support the department's mission to provide the public and media with timely and accurate information and to enhance communications and relationships between New Yorkers and the agency.

Job Summary:

The Senior Digital Designer is a member of the Digital Strategy and Design unit within the Public Information Office, and reports to the Assistant Vice President for Digital Strategy and Design. In this role, the Senior Digital Designer:

- Conceptualizes, produces, and manages creative content for multi-channel campaigns, including print, digital, and social media.
- Develops strategic visuals that enhance the Agency's message and reach while ensuring that all work follows New York State and Agency style guides and editorial standards.
- Designs extensive catalogue of marketing collateral, reports, presentations, graphics, typographic treatments, illustrations, animations, and other creative materials.
- Collaborates with and provides creative support to all Agency programs and departments, facilitates design and production of marketing materials, assists with marketing product orders, and upholds quality control standards with external vendors and partners.



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- Assists in the overall maintenance of the Agency's website and Intranet pages using the content management system and creates engaging visual/digital elements for each platform.
- Develops and curates a comprehensive library of high-quality creative resources, including images, templates, video content, and other assets to maintain accessibility and consistency within the unit and department.
- Serves as videographer/photographer for events and assists in the production of high-quality digital content that promotes a wide variety of Agency initiatives.
- Contributes to the strategic development and implementation of short- and long-term social media campaigns.
- Supports content calendar management and timely publication of social media content.
- Mentors and assists digital design staff and assists in the development of unit standards and best practices.
- Performs other related duties as assigned.

Qualifications:

- Bachelor's degree in graphic/digital design or related field.
- Three or more years of experience in graphic or digital design.
- Demonstrated advanced skills in Adobe InDesign, Photoshop, and Illustrator. Proficiency in Adobe Premiere editing and After Effects animation is a plus
- Strong layout and design capabilities with experience producing printed materials from concept to final production.
- Ability to multi-task and efficiently manage several projects simultaneously under tight deadlines and with great attention to detail.
- Distinctive portfolio demonstrating strong conceptual work with excellent execution of ideas
- Effective communication and time management skills.
- A can-do attitude, strong work ethic and enthusiasm for learning on the job.
- Willingness to push creative boundaries while ensuring that all work follows appropriate style guides and standards.

This job description is not intended to be all inclusive and employee will be expected to perform other reasonably related duties as assigned.

What we offer at NYSHCR:

- Extensive benefits package including paid leave, including excellent health, dental, vision and [retirement benefits](#) with the New York State & Local Employees' Retirement System.
- Promotional opportunity for dedicated professionals
- Work life balance benefits including a 37.5 hour work week and paid time off benefits including, vacation, sick, personal days, and Federal Holidays
- Opportunity for compressed scheduling
- 12 weeks of Paid Parental Leave
- Paid Family Leave



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- Opportunity for compressed/flextime scheduling
- As a New York State employee, you may qualify to participate in the [Federal Public Service Loan Forgiveness Program](#) (PSLF). The PSLF Program forgives the remaining balance on your Direct Loans after you have made 120 qualifying monthly payments under an [accepted repayment plan](#) and while working full-time for an [eligible](#) employer.

Additional SONYMA/HFA/AHC Benefits:

- Cash in for Wellness! This program provides you with the option of buying or renewing a health club membership of your choice or enrolling in a weight loss and or smoking cessation program, using your sick leave accruals.
- Tuition reimbursement program – for job related and non-job related courses
- Vacation Leave Buy-Back program – Subject to approval, every year eligible employees may exchange previously earned and accrued vacation time in return for cash compensation (at employee's daily rate of pay at time of exchange)
- Access to Plum Benefits – savings on movie tickets, theme parks, hotels, tours, Broadway shows and more!
- Optical reimbursement program – Employees are eligible for optical, hearing aid, and podiatric expenses not otherwise covered by insurance, with a maximum aggregate amount of \$650 per year, per family. Unused yearly balances may be carried over to the next year for a maximum of \$1300

About New York State Homes and Community Renewal:

Under the leadership of Governor Kathy Hochul and Commissioner RuthAnne Visnauskas, **HCR** is a vibrant, innovative agency that integrates and leverages New York State's housing resources. We have offices in New York City, Albany, Buffalo and Syracuse, and employ a diverse workforce of professionals who are hard-working and committed to serving low and moderate income families. Our mission is far reaching, encompassing single and multifamily housing finance, home improvement, rent regulation, housing subsidies, and community development. We partner regularly with a variety of public and private stakeholders.

Achieving this mission requires a wide range of skills and backgrounds in public policy, administration, real estate, construction, finance, law, and many other areas of expertise. We seek to provide a workplace environment that is productive, flexible, accountable, ethical, and caring. Our employees are empowered to make a difference where they live and work. We offer competitive pay and a comprehensive benefits package, including paid leave, health, dental, vision, retirement, and family-friendly policies.



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*All internal SONYMA/HFA/AHC employees(only) are directed to apply via
internalcandidates@hcr.ny.gov*

Please Include your name in the subject line

Applicants must include resume and cover letter

New York State is an Equal Opportunity Employer
(EOE)