

Job Opening
January 8, 2014

JOB TITLE: Director, Customer Relationship Marketing
DEPARTMENT: Business Marketing

LOCATION: New York, NY

BASIC FUNCTION:

To manage lead generation and relationship marketing activities related to tourism, business development and special projects. This individual will devise the strategy for enhancing economic impact through relationship channels and moving leads through the pipeline to conversion.

WORK PERFORMED:

- Create holistic channel and marketing strategies that build enduring relationships with businesses, residents and tourists of NYS.
- Develop and manage campaign planning to ensure message consistency and integrated marketing from acquisitions through to customer management.
- Lead creation and execution of a new database build, acting as liaison between all stakeholders and outside consultants and database providers.
- Manage growth and overall health of customer database.
- Develop multi-channel engagement marketing strategies (with an emphasis on email and direct mail) to drive consumer engagement at all stages of their lifecycle.
- Oversee analysis, segmentation and effectiveness measurement plans to ensure strong ROI.

EDUCATION & REQUIREMENTS:

Education Level required: Bachelor's Degree in relevant studies required.

Relevant experience required: 8+ years experience in database marketing inside or as a service provider to complex organizations.

APPROXIMATE HIRING SALARY: Up to \$135,000, commensurate with experience

INQUIRE

Rahshib Thomas, Sr. HR Manager, ESD

DEADLINE: At least 2 weeks or until the position is filled.

Internal Candidates: COMPLETE A POSTING APPLICATION AND ATTACH A COPY OF RESUME

External Candidates: SEND RESUME TO: Resumes@esd.ny.gov

AN EQUAL OPPORTUNITY EMPLOYER