

Job Opening  
January 8, 2014

**JOB TITLE:** Director, Digital Strategy  
**DEPARTMENT:** Business Marketing

**LOCATION:** New York, NY

**BASIC FUNCTION:**

To oversee the development and execution of a digital strategic for our tourism and business development marketing initiatives. The incumbent will manage all digital marketing including online media, social, sites and search and will recommend new, innovative digital approaches. The Digital Strategy Director will work with the broader marketing team to ensure all tactics are part of an integrated, comprehensive plan.

**WORK PERFORMED:**

- Define and articulate the vision and strategy behind ESD's digital capabilities to drive growth and brand recognition.
- Manage all digital marketing channels including: website design/structure, paid search, display advertising, mobile marketing, social media and email marketing.
- Lead all initiatives relating to existing or new websites, overseeing the creation of intuitive, engaging Web experiences.
- Define and manage SEO/SEM strategies to increase qualified search engine rankings.
- Define SEO requirements and recommend site enhancements that maximize ROI and increase rank of search result listings.
- Conduct strategic and competitive keyword research.
- Oversee execution of email campaigns from building creative assets, to delivery, testing and deployment.
- Develop an editorial calendar to drive engagement across all social media channels, and craft swift responses to developing opportunities.
- Continuously monitor social media activities and results, and take action to improve performance.
- Educate the agency on new digital/social opportunities, providing guidance on how current programs can be enhanced with digital/social initiatives.

**EDUCATION & REQUIREMENTS:**

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

Relevant experience required: 8+ years marketing experience, including at least 5 years managing digital marketing initiatives on the marketing services, consulting or client-side.

**APPROXIMATE HIRING SALARY:** Up to \$120,000, 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](mailto:Resumes@esd.ny.gov)

**AN EQUAL OPPORTUNITY EMPLOYER**