

JOB OPENING
February 12, 2014

Job Title: Strategic Planning Associate
Unit: Film, Arts, Digital and New Media

Location: NYC

BASIC FUNCTION:

The Strategic Planning Associate will be working closely with the Film, Arts & New Media staff, Executive Office staff and other key departments on a variety of projects to transform Empire State Development (ESD) into a best-in-class economic development agency and increase the competitiveness of New York State.

WORK PERFORMED:

- Develop and implement economic development policy to increase New York State's competitiveness
- Lead a continuous evaluation of ESD programs and investments and identify opportunities for increasing economic impact and return on investment
- Leverage general problem-solving skills to identify key issues/questions at the beginning of a project or strategic planning exercise and develop an appropriate work plan, including project scope, timelines, specific analyses to be completed, individual responsibilities, etc.
- Coordinate work of cross-departmental or cross-agency teams to execute strategic initiatives and ensure project objectives are achieved and timelines are met
- Conduct primary and secondary research on Film, Arts, Digital and New Media sectors, including data gathering and analysis, or other sectors as requested
- Create and deliver PowerPoint presentations that effectively communicate key project findings and recommendations to various audiences (e.g., senior ESD staff, Governor's Office staff, partner agencies, external stakeholders, etc)
- Other projects and work assignments as requested by management

Potential Projects:

- Developing and implementing policy ideas related to economic development in New York
- Formulating strategies and supporting senior staff in engaging ESD's priority industries
- Developing a pro-active outreach and marketing program for keeping existing businesses in New York
- Evaluating ESD programs and identifying opportunities for increasing ROI.

EDUCATION & REQUIREMENTS:

Education Level required: Undergraduate degree

Equivalent Experience required: 1-3 years management consulting, investment banking, marketing or other strategic planning experience in a demanding analytic environment preferred

Knowledge required: Demonstrated interest or experience in economic development and/or public policy issues a plus; strong quantitative skills and financial modeling, Excel and PowerPoint proficiency is preferred; strong demonstrated written and oral communications and presentation skills; ability to 'set up the problem', manage projects against tight timelines, and work well in teams; ability to look at the big picture and search for insightful, creative solutions; ability to prioritize among competing needs and opportunities; enterprising and resourceful, organized and results oriented; energetic, pro-active, collaborative and strategic; knowledge of New York State and/or general issues relevant to economic development; knowledge of and experience in current trends in digital media, emerging technology, film and television a plus.

APPROXIMATE HIRING SALARY: \$47,716 - \$59,646

INQUIRE

Maria Gately, 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