

JOB OPENING
February 12, 2014

Job Title: Business & Market Analyst
Unit: Business Expansion & Attraction

Location: NYC

BASIC FUNCTION:

The role of the Business and Market analyst is to broadly keep the SBD unit current on companies, industries, key people and market trends that impact economic activity in the New York State. These marketplace indicators will be provided by ESD, but the Analyst will be expected to intuit other factors that can impact our business activity. Excellent problem solving skills and solid analytical skills are essential as is the ability to work comfortably with large volumes of data in an often demanding environment.

WORK PERFORMED:

- Identify and use relevant print publications, blogs and web services that provide analysis and market information that can be leveraged by ESD (e.g. Bloomberg, Lexus , D&B, Reuters, WSJ.com, bank research reports, Business Insider) on a daily basis
- Define problems, their main drivers and next steps to assess and implement potential solutions
- Apply analysis appropriately and communicate effectively
- Support our CRM user community
- Set up and maintain users, user departments, pick lists and shared CRM group list
- Scope and implement project plans
- Balance project-specific duties w/ daily business responsibilities.

EDUCATION & REQUIREMENTS:

Education Level required: Bachelor's Degree in Business, Finance, Marketing, or Economics

Relevant experience required: 3 years in business management, consulting, market strategy or analysis with a major public agency, financial services firm, market research firm or real estate company. Experience with CRM tools (e.g. salesforce.com a plus). Demonstration of quantitative ability a plus. Ability to bridge cultural and geographic divides. Deal with ambiguity and potential lack of technical knowledge in some cases. Possess a keen interest in economic development activities. Able to work independently within a fluid and organic organizational structure, often responding to various team members and external parties as required.

Advanced degree with less experience may be considered.

Knowledge required: Solid knowledge and experience w/ Microsoft Office suite; Experience with CRM or content management tools a plus (e.g. salesforce.com, Spinnlr, Postwire, Hootsuite); ability to communicate clearly with individuals at all levels; ability to understand core economics/cost driver of services and products; ability to understand to make clear and concise business arguments, using appropriate analytical and visual tools; 10-15 % travel in state.

APPROXIMATE HIRING SALARY: \$55,786 - \$69,733

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