

JOB OPENING
February 27, 2014

JOB TITLE: Senior Director of Event Marketing

Location: New York City

DEPARTMENT: Business Marketing/Tourism

BASIC FUNCTION:

Under the general administrative direction of the Executive Director of Tourism, defines and articulates the vision and strategy behind Empire State Development and other agency events to drive growth and brand recognition. Manage all aspects of event marketing including event and sponsorship negotiations, executions and creative development. The incumbent will also support the Department of Economic Development's efforts to attract major events to New York State in order to generate the maximum economic impact for New York State host communities.

WORK PERFORMED:

Create and capitalize on opportunities for New York:

For Business Development Events – Work with ESD Strategic Business Dev. and International teams and other business partners.

For Tourism Events – Work with the TAC, NYS Regional Councils, state agencies, Governor's Office and directly with industry [e.g. Convention & Visitors Bureaus; Tourism Promotion Agents, et al].

- Define the strategic role of events as part of our overall marketing mission to drive economic impact.
- Work with appropriate state agencies, industry organizations and ESD personnel to identify appropriate event marketing opportunities.
- Establish a clear process for measuring event impact.
- Establish process and protocols for event execution aligned with state financial procedures.
- Develop an annual strategic events plan outlining key audience segments.
- Establish consumer insights to insure relevant content and event focus.
- Outreach with New York based groups to expand knowledge of event opportunities.
- Prepare summary information and reports for Executive Director on Events activities, results and impacts.
- Supervise Director of Events and assigned administrative staff.
- Other projects and activities as required.

EDUCATION & REQUIREMENTS:

Education Level and Work Experience required: Bachelor's Degree with 8-10 years professional experience managing high-profile consumer and B2B events for a company, institution or non profit or with an experiential marketing organization; Experience working with multiple stakeholders and complex organizations also required.

APPROXIMATE HIRING SALARY: Up to \$120,000

INQUIRE: Rahshib Thomas, Sr. HR Manager, Human Resources

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