

Job Opening
April 18, 2016
(Part-Time Temp Position)

JOB TITLE: Digital Content Associate
DEPARTMENT: Public Affairs

LOCATION: NYC

BASIC FUNCTION:

Journalist to write long-form case studies and articles for the esd.ny.gov website to support Empire State Development's communications and content marketing strategy. This is a part-time (28-hours per week), project-based role expected to last 3-4 months.

WORK PERFORMED:

- Work closely with communications, marketing and business unit staff to identify case study opportunities
- Research and write compelling case study articles highlighting success stories across New York State regions and industries
- Source corresponding statistics, images and video to accompany written elements
- Collaborate with internal design team to create accompanying infographics
- Work with Digital Production Associate to create pages in Drupal and QA the appearance and functionality of case study content on the website
- Write copy for accompanying social media share buttons and posts
- Write copy for metatags and optimize case study content for SEO

EDUCATION & REQUIREMENTS:

Bachelor's Degree in English, Journalism, Communications, Business, Marketing or other relevant studies.

Relevant experience required: 3+ years of journalism experience with experience writing for web platforms; exceptional English language and grammar skills; experience working on B2B or media properties targeted to a business audience preferred but not required. Strong creative skills and the ability to work independently.

Knowledge required: Exceptional attention to detail and a good eye for design and photography. Ability to excel in a fast-paced environment with simultaneous responsibility for multiple projects. Passionate about and keeps up to date with latest digital technology trends; strong understanding of SEO best practices for digital content creation; demonstrated interest in business and economic development. Proficiency with digital KPIs and understanding of how to apply analytics to content creation; experience using CMS tools (Drupal preferred) and knowledge of basic HTML and CSS coding; Photoshop is a plus.

APPROXIMATE HIRING SALARY: \$45 per hour

INQUIRE

Ruth Parris, HRIS Specialist & Sr. HR Coordinator, ESD Corporation

DEADLINE: At least two 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