

Job Opening
April 26, 2016

JOB TITLE: Manager, Digital & Social Media Marketing

LOCATION: NYC

DEPARTMENT: Marketing

BASIC FUNCTION:

Manage social media initiatives and development of digital content for Empire State Development's "I Love NY" tourism and business development marketing programs, driving audience growth and engagement across platforms.

WORK PERFORMED:

- Maintain digital promotion calendars for social, web and mobile platforms in support of tourism and business marketing division priorities and digital initiatives.
- Manage the day-to-day work of agencies responsible for owned and earned social media content, community management and campaign production; provide guidance, review and edit work, secure approvals, and ensure receipt of all contract deliverables.
- Manage social influencer engagement efforts. Identify potential partners and work with them and/or our agencies to develop editorial and video content.
- Manage "I Love NY" social media assets on Facebook, Twitter, YouTube, Instagram, Pinterest, etc, optimize pages for best practices, and maintain account security standards.
- Work closely with Digital Communications Manager to ensure best practices are applied to institutional Empire State Development accounts and web presence, ensuring cohesiveness with overall digital/social strategy.
- Manage digital video content production for YouTube, Vine, etc., working in partnership with the ESD video team and vendors.
- Support the execution of paid media programs in the digital space, working in a project management capacity with agency partners, review and approve copy and creative for paid posts.
- Liaise with colleagues and agencies responsible for PR, events, paid media campaigns, and other marketing initiatives to integrate social media into the division's activities and leverage digital content to support efforts across the organization.
- Use internal reports and analytics and external industry monitoring to identify opportunities for improvement and innovation in content development and distribution.

EDUCATION & REQUIREMENTS:

Education Level required: Bachelor's Degree in Marketing, Journalism, Communications, English or other relevant studies required.

Relevant experience required: 3+ years experience in social media, digital marketing or digital editorial roles working for a major brand or digital agency ; Strong project management skills with experience supervising and editing work of vendors and junior staff; Ability to excel in a fast-paced environment with simultaneous responsibility for multiple projects; Passionate about and keeps up with latest social media trends. Please include links to your personal social presence in your cover letter, as well as links to any brand accounts you manage(d) along with dates; Advanced proficiency in best practices and style conventions on social media platforms including, but not limited to, Facebook, Twitter, YouTube, Instagram and Pinterest; Strong copywriting and editing skills. An exceptional command of grammar and spelling is a must; Strong leadership skills and the ability to work independently.

Relevant experience preferred: Experience working with travel/lifestyle brands. B2B marketing experience and/or content development for a business audience. Awareness of pop culture and technology trends.

APPROXIMATE HIRING SALARY: \$60,000-\$70,000

INQUIRE

Maria Gately, Manager, Human Resources, 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