

**JOB OPENING**

June 5, 2015

**JOB TITLE:** Managing Editor, ILoveNY.com

**LOCATION:** NYC

**DEPARTMENT:** Marketing

**BASIC FUNCTION:** Lead the transformation of ILoveNY.com to a fully immersive content destination for all things New York State in a way that spurs audience growth and engagement, and positively affects a user's consideration of the state as a travel destination. This role is responsible for overall day-to-day management of ILoveNY.com.

**WORK PERFORMED:**

- Set and manage overall editorial agenda in line with digital and tourism division initiatives and goals so as to increase audience and engagement
- Develop a defined editorial positioning for the I LOVE NY brand across digital platforms including web, mobile, and email
- Oversee and manage the creation of high quality editorial copy for web, mobile and email; perform copy editing and give notes to external writers when needed
- Oversee photo selection across the ILoveNY.com site, liaising with state photographers to ensure assets are optimized for digital
- Lead SEO efforts and integrate into marketing campaigns/initiatives
- Work closely with the Digital & Social Marketing Manager to extend the I LOVE NY voice to social platforms and ensure optimal distribution of editorial content
- Liaise with colleagues across tourism and agency verticals to ensure that web content is cohesive with cross-functional initiatives
- Project manage enhancements to the web site and mobile app, ensuring that they meet quality standards and are delivered on time and on budget
- Oversee quality assurance testing and overall accuracy of web content
- Serve as point of contact for industry partners regarding web and mobile inquiries
- Interpret and apply web publishing analytics to create break-through content
- Author articles and page copy as needed
- Manage the in-house I LOVE NY web team (2 direct reports), as well as web and mobile vendors

**EDUCATION & REQUIREMENTS:**

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

Relevant experience required: 5+ years of digital editorial experience working for a well-known travel, lifestyle or media brand with increasing responsibility over time. Exceptional editorial skills including writing, editing, researching, and conceptualization; must have a mastery of the English language and grammar. 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. Direct creative process, with a good eye for design and quality photography. Strong leadership skills and the ability to work independently.

Knowledge required: Proficiency in social media (Facebook, Twitter, Instagram, Tumblr) and blogging; passionate about and keeps up to date with latest travel, pop culture and technology trends; strong understanding of SEO best practices for digital content creation. Proficiency with digital KPIs and understanding of how to apply analytics to content creation; Experience using CMS tools and knowledge of basic HTML coding; Photoshop is a plus

**APPROXIMATE HIRING SALARY:** up to \$85,000

**INQUIRE**

Maria Gately, HR Manager

**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](mailto:Resumes@esd.ny.gov)

**AN EQUAL OPPORTUNITY EMPLOYER**