

DEPARTMENT OF ECONOMIC DEVELOPMENT

Vacancy Announcement

Position Title: Multimedia Production Program Specialist 2

Due Date: July 1, 2015

Grade: SG-23

Salary Range: \$66,375-\$83,954

Negotiating Unit: PS&T

Appointment Type: Permanent

Jurisdictional Class: Competitive

Department: Marketing & Tourism – Publications Unit

Location: 633 Third Avenue
New York, NY 10017

Responsibilities:

Under the general direction of the Senior Vice President, Chief Marketing Officer, the incumbent develops marketing collateral including: full color travel periodicals, magazine and newspaper ads, web ads and banners, brochures, flyers, logo designs, trade show booth and banner designs, reports, video storyboards, vector illustrations and maps, and highway rest stop kiosks and graphics.

Description of Activities and Tasks:

- 1) Upon assignment:
 - a) Consults with appropriate Department and Corporation project managers and/or marketing staff regarding the layout, objectives, format and potential target audience of each assigned project.
 - b) Schedules own workload to meet multiple ongoing deadlines.
 - c) Meets with supervisor to convey parameters for production of project when a printing or other display bid is needed.
 - d) Meets with in-house photographer to help gather photography assets if needed.
 - e) Meets with writers — in-house and contracted — to help develop content.
 - f) Personally designs and prepares graphics files using Adobe InDesign, Illustrator, Photoshop, Acrobat, Powerpoint and Dreamweaver.
 - g) Attends meetings, either personally or via telephone conference calls to keep workflow moving
 - h) Helps manage the new state branding guidelines by suggesting updates and reviewing in-house and other agency's collateral.
 - i) Monitors status of each assigned project during the internal approval process, resolving questions or problems where possible, and making the necessary revisions.
 - j) Creates needed final digital files to send to vendors for production — using email, disk, ftp sites and file sharing services.
 - k) Reviews and approves proofs before final projects are sent to production.
 - l) Makes on-site press approvals when needed.
- 2) General Administration.
 - a) Maintains familiarity with marketing studies and other significant reports in the field of economic development and tourism promotion to help develop ideas/concepts that can be visually translated to provide the necessary image for the Department's publications.
 - b) Maintains familiarity with Department database to be able to work with it when exported information is needed for publications. Remains knowledgeable of available software to convert exported data into formatted information used in collateral.
 - c) Maintains a general knowledge of html coding.
 - d) Purchases photography from freelance photographers and the stock websites when needed.
 - e) Reviews and requests new software or software updates when necessary.
 - f) Maintains files on servers and office computer, using file numbering system.
 - g) Helps in the review and selection of contracted vendors.

**Minimum/Preferred
Qualifications:**

Open to permanent Multimedia Production Program Specialist 2 incumbents, or reachable on the Multimedia Production Program Specialist 2 eligible list.

Contact Information: NYS Department of Economic Development

Human Resources Office

625 Broadway

Albany, NY 12245

Fax: (518) 292-5852

E-Mail: DED-HR@esd.ny.gov

Additional: Please forward cover letter and resume to email address above. Please include the title of the position for which you are applying. (*New York State is an equal opportunity/affirmative action employer.*)

6/17/2015