

Job Opening  
August 14, 2015

**TITLE:** VP, Digital & New Media Development  
**DEPARTMENT:** Technology & New Media

**LOCATION:** NYC

**BASIC FUNCTION:**

Reporting to the SVP for Film, Arts & New Media Development, the VP will oversee a broad portfolio of industry development and other policy initiatives across arts, culture, film, and new media. The ideal candidate has a strong understanding of public policy objectives, regulatory processes, strategic planning, financial analysis, and performance management.

**WORK PERFORMED:**

- Identify and execute on new business opportunities; work to attract companies and projects to New York State through collaboration with Regional Councils and Strategic Business Development group.
- Initiate, coordinate, and execute projects and broad initiatives in collaboration with different departments, agencies, and government entities on the state, county, and municipal level.
- Manage and develop relationships with key stakeholders across arts, culture, film and new media industries.
- Identify key industry trends and advise the President and CEO on agency policy positions.
- Carry out financial analyses to evaluate existing ESD programs and identifying opportunities for increasing ROI.
- Work closely with partners in higher education to forge workforce development partnerships in related industries, emphasizing sustainable job creation in Upstate New York.
- Advise Regional Offices, Senior Staff, and Real Estate Development teams on an ad hoc basis regarding film, TV, arts and culture, and new media projects.

**EDUCATION & REQUIREMENTS:**

Education Level Required: Bachelors degree in Arts, Film, Public Policy, Business Administration, Finance, Law, Marketing &/or Economics. Masters degree preferred.

Equivalent Experience Required: 5+ years experience in economic development policy, arts and cultural development, marketing or other strategic planning experience in a demanding analytic environment preferred.

Knowledge Required: Demonstrated interest or experience in arts, cultural institutions, economic development, and/or public policy; strong demonstrated written and oral communications and presentation skills; ability to 'set up the problem', manage projects against tight timelines, and work well in teams; ability to look at the big picture and search for insightful, creative solutions; ability to prioritize among competing needs and opportunities; enterprising and resourceful, organized and results oriented; energetic, pro-active, collaborative and strategic; knowledge of New York State and/or general issues relevant to economic development.

**APPROXIMATE HIRING SALARY:** up to \$95,000

**INQUIRE**

Maria Gately, Human Resources 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**