

**JOB OPENING**

October 7, 2015

**JOB TITLE:** Editorial Assistant, ILoveNY.com

**LOCATION:** NYC

**DEPARTMENT:** Marketing

**BASIC FUNCTION:** Support the daily operations of the digital department, make site updates and produce editorial content for ILoveNY.com and I Love NY mobile.

**WORK PERFORMED:**

- Write and edit articles and content for ILoveNY.com and the I LOVE NY app
- Make content updates to ILoveNY.com and the I LOVE NY app using a custom CMS
- Implement a content tracker to ensure all content on the I LOVE NY digital properties is season and campaign appropriate; swap out content as needed
- Track content on competitor sites and make recommendations for articles and features based on travel industry best practices
- Coordinate all cross-department content requests to ensure that program areas and initiatives are properly represented across digital properties
- Assist with project management tasks, including tracking progress against project schedules and alerting stakeholders to deadlines
- Coordinate meetings for the digital team
- Track vendor invoices and liaise with the finance team to ensure payment
- Additional duties to be assigned as needed

**EDUCATION & REQUIREMENTS:**

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

Relevant experience required: 0-2 years of full-time and/or internship experience working in digital editorial or marketing roles, preferably for a well-known travel, lifestyle or media brand. Proficiency in basic HTML, Microsoft Word, Excel, and PowerPoint; experience with CMS systems. Proficiency in HTML5, CSS, Javascript and Photoshop is a plus.

Knowledge required: Strong editorial ability including writing, editing, and pitching ideas; must have a mastery of the English language and grammar. Excellent attention to detail, strong organizational, communication, and proofreading skills. Passionate about and keeps up to date with latest travel, pop culture and technology trends. Understanding of SEO best practices for digital content creation is a plus. Must be a team player with the ability to liaise and build rapport with colleagues across functions.

**APPROXIMATE HIRING SALARY:** Up to \$37,150

**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**