

DEPARTMENT OF ECONOMIC DEVELOPMENT

Vacancy Announcement

Position Title: Business Marketing Program Analyst 2 **Due Date:** 11/20/14
Grade: SG-23 **Salary Range:** \$67,703 – \$85,635 **Negotiating Unit:** 05
Appointment Type: Permanent
Jurisdictional Class: Competitive

Department: Marketing, Advertising and Tourism **Location:** 625 Broadway
Albany, NY 12245

Responsibilities:

Under the general direction of the Deputy Commissioner, Marketing, Advertising & Tourism, the incumbent performs tourism development marketing activities as well as other various activities in support of tourism development within New York State (NYS).

Duties include but are not limited to:

- Oversee and manage direction and strategy for I Love New York overall social media program.
- Manage relationships with potential and current partners for information gathering to decide which partners/sponsorships for ILNY to pursue.
- Supervise and manage overall Tourism CFA grants/Market NY grants for Round II and Round III grants totaling \$13 million.
- Create, update and implement guidelines and policy for Museum Week program.
- Fulfill special assignments as required such as: work with ILNY travel guide, Winter Microsite and web teams to assist with projects and assignments.

Minimum Requirements:

Promotion: one year of permanent competitive or 55b/c service as a Business Marketing Program Analyst 1, G18.

Open Competitive: Seven years of professional experience in planning marketing campaigns and/or conducting market research.

Substitution: A Bachelor's degree may be substituted for four years of the above general experience. A master's degree in Business Administration, Marketing, Public Administration or a related area may be substituted for one additional year of the general experience.

If the interested number of candidates is three or fewer, the agency may, at its discretion, nominate one or more of the candidates for a non-competitive promotion under the provisions of Section 52.7 of the Civil Service Law. Qualifications for a non-competitive promotion for this title include: one year of permanent competitive or 55b/c service as a Business Marketing Program Analyst 1, G18.

Contact Information:

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Additional: Please forward cover letter and resume to e-mail address above. *(New York State is an equal opportunity/affirmative action employer.)*

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