March 10, 2015

JOB TITLE: Social Media & Digital Marketing Manager **Location:** New York City
DEPARTMENT: Marketing

BASIC FUNCTION: Manage social media initiatives and development of digital content for Empire State Development's "I Love NY" tourism and business development marketing programs, driving audience growth and engagement across platforms.

WORK PERFORMED:

- Tourism
  - Maintain digital promotion calendars for social, web and mobile platforms in support of tourism division priorities and digital initiatives.
  - Manage "I Love NY" social media assets on Facebook, Twitter, YouTube, Instagram, Pinterest, etc, optimize pages for best practices, and maintain account security standards.
  - Manage the day-to-day work of an agency responsible for owned and earned social media content, community management and campaign production; provide guidance, review and edit work, secure approvals, and ensure receipt of all contract deliverables.
  - Manage the "I Love NY" blog, assign topics to agency and guest bloggers, edit work and secure approvals.
  - Manage social influencer engagement efforts. Identify potential partners and work with them and/or our agency to develop editorial and video content that promotes the ILNY brand.
  - Produce promotional units and editorial features for the "I Love NY" web site and mobile app. Edit work of freelance writers and agencies.
  - Manage digital video content production for YouTube, Vine, etc., working in partnership with the ESD video team and agencies.
  - Experiment with emerging social platforms and new technologies to maintain a leadership position for "I Love NY" in the travel space and generate buzz.
  - Support the execution of paid media programs in the digital space, working in a project management capacity with agency partners.
  - Liaise with colleagues and agencies responsible for PR, events, paid media campaigns, and other marketing initiatives to integrate social media into the division's activities and leverage digital content to support efforts across the organization.
  - Use internal reports and analytics and external industry monitoring to identify opportunities for improvement and innovation in content development and distribution.
- Business Development
  - Create and maintain digital promotion calendars for social and blogs in support of business marketing priorities.
  - Launch and administer "Start-Up NY" social media accounts on LinkedIn, Twitter and Facebook.
  - Working in partnership with the "Start-Up NY" marketing team and agencies, develop original posts and curate external news to grow and engage a social audience.
  - Manage the "Start-Up NY" digital community, providing timely replies to questions and regularly engaging those talking about NY State's business development programs to connect them with information and resources.
  - Write monthly blog posts on entrepreneurship/business topics in partnership with business development executives.
  - Work closely with ESD's PR/Social Media Coordinator to ensure best practices are applied to institutional Empire State Development accounts and web presence, ensuring cohesiveness with overall digital/social strategy.
  - Track KPIs and report on progress of business development social programs.

EDUCATION & REQUIREMENTS:

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

Relevant experience required:

- 3+ years experience in digital editorial, digital marketing or social media management roles working for a major brand or digital agency.
- 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.

- Passionate about and keeps up with latest social media trends. Please include links to your personal social presence in your cover letter, as well as links to any brand accounts you manage(d) along with dates.
- Advanced proficiency in best practices and style conventions on social media platforms including, but not limited to, Facebook, Twitter, YouTube, Instagram and Pinterest.
- Strong copywriting and editing skills. An exceptional command of grammar and spelling is a must.
- Understanding of SEO best practices for digital content creation.
- Strong leadership skills and the ability to work independently.

Relevant experience preferred:

- Travel blogging/writing experience.
- B2B marketing experience and/or content development for a business audience.
- Awareness of pop culture and technology trends.

APPROXIMATE HIRING SALARY: $60,000-$70,000

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

AN EQUAL OPPORTUNITY EMPLOYER