



Job Opening

APPLICATION DEADLINE DATE: June 27, 2022

JOB TITLE: Public Information Specialist 1 (Digital Content), SG-18, PEF **LOCATION:** New York City
APPOINTMENT TYPE: Permanent **JURISDICTION CLASS:** Non-Competitive
DEPARTMENT: Division of Marketing, Advertising & Tourism
633 Third Ave, New York, NY 10017

BASIC FUNCTION:

Under the general direction of the Managing Editor, the incumbent will be responsible for planning and executing all digital content for the ILoveNY.com listings database, including event listings, as well as campaigns to engage local and regional partners in creating and updating listings content for the ILoveNY.com site.

WORK PERFORMED:

- Assist Managing Editor with editorial duties, including generating ideas for blog posts, writing and publishing blog posts, landing pages and listings; serve as back-up in the event of Managing Editor's absence;
- Manage product and editorial for a 10,000+ listing database, serve as primary product owner for the database with ESD web services vendor;
- Manage and implement database workflow automation initiatives in coordination with the tourism team;
- Liaise with tourism team on content guidelines and help develop best practices documentation and trainings;
- Maintain listings guidelines on iloveny.com and partner with tourism team on listings policy decisions;
- Research and implement partnerships with third-party sites and vendors to improve database content ;
- Proactively research events and points of interest within the state to ensure the site content is inclusive of major things to do;
- Assist tourism team on venue and event listings approvals, as needed;
- Manage the day-to-day operations of the fact checking process and assist with fact checking outlines and drafts
- Assist with photo selection and resizing across I LOVE NY digital properties using in-house photo libraries, UGC tools, and through outreach to local attractions and partners;
- Assist with digital rights tracking and documentation;
- Follow agency policies and strategies for digital communications;
- Other duties as needed
- Travel may be required

EDUCATION & REQUIREMENTS:

Six years of experience in public relations, social media, and digital communications. An associate, bachelor's, or master's degree in Communications, English, Public Relations, Social Media, Digital Communications, or similar degree, substitutes for two, four, or five years.

Preferred Qualifications:

- Strong knowledge of New York State vacation regions and attractions, especially areas of New York outside of New York City
- Proven experience managing digital projects that require interaction with vendors, as well as internal and external stakeholders
- Proven ability to improve business processes
- Experience working in a digital content management system (CMS) to update websites
- Experience working on mobile optimized content
- Excellent writer with strong command of English language, grammar and spelling

- Strong eye for visual content
- Basic photo editing skills: ability to crop, resize, adjust lighting/contrast
- Self-starter who can multitask and prioritize well in a fast-paced environment
- Strong organizational and communication skills
- Team player capable of working across departments in a highly collaborative capacity
- Passionate about travel

SALARY RANGE: \$61,270 - \$77,912 (plus \$3,026 location pay)

Note: The starting salary for candidates with no prior State service will be at the minimum hiring rate.

ADDITIONAL:

If interested in this position, please forward a cover letter, resume and writing samples to the e-mail address below by **June 27, 2022**. Be sure to indicate the position title, vacancy ID#, and location you are applying for and specify **how you meet the minimum qualifications** in your cover letter.

INQUIRE

NYS Department of Economic Development
Human Resources Office
625 Broadway
Albany, NY 12245
Fax: (518) 292-5852
E-Mail: DED-HR@esd.ny.gov

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5/27/2022

Reference No. 01402

Pursuant to Executive Order 161, no State entity, as defined by the Executive Order, is permitted to ask, or mandate, in any form, that an applicant for employment provide his or her current compensation, or any prior compensation history, until such time as the applicant is extended a conditional offer of employment with compensation. If such information has been requested from you before such time, please contact the Governor's Office of Employee Relations at (518) 474-6988 or via email at info@goer.ny.gov.