

Job Opening
August 1, 2016

JOB TITLE: Project Manager, Tourism Marketing and Partnerships

LOCATION: NYC

DEPARTMENT: Marketing

BASIC FUNCTION:

Assist in the development and administration of new and existing programs and partnerships relating to: The ILNY program and marketing initiatives. Conduct research and analysis in support of tourism marketing projects, programs and activities to create the maximum economic impact for New York State.

WORK PERFORMED:

- Work closely with Tourism Promotion Agents, Director of Tourism Marketing, Licensing, and Public Relations, ED of Tourism, EVP of Marketing, and CMO to determine seasonal and regional lines of interest and key attractions for use in tourism marketing materials.
- Review and edit tourism advertisements produced by ESD's advertising agency for accuracy.
- Work closely with the Director of Marketing, Licensing and Public Relations to seek out, develop, and manage strategic partnerships with tourism industry stakeholders to combine marketing and promotional efforts to drive NYS tourism.
- Assist the Director of Tourism Marketing, Licensing, and Public Relations with projects, program administration, and other duties as directed.
- Serve as the administrative liaison to the NYS Tourism Advisory Council. Coordinate all aspects of general membership meetings including meeting notifications, press advisories, room setup, webcasting, presentations, agenda, and minutes. Maintain membership roster and regular communication with the chair and membership
- Assist in the development and implementation of special projects and initiatives undertaken by the Division of Tourism. These topics may include the assessment of resources for specific tasks, researching best practices on marketing activities, and the identification and evaluation of outside suppliers.
- Develop presentations in support of projects, as well as status reports and project plans.

EDUCATION & REQUIREMENTS:

Education Level required: Undergraduate degree in related field.

Relevant experience required: 5+ years; with tourism, marketing, government, and/or research experience.

Knowledge required: Excellent interpersonal skills and excellent communication skills (written and verbal).

Proficiency in Microsoft Word, Excel, and PowerPoint. Understanding of New York State government, geography, and culture encouraged. Familiarity with NYS destinations and attractions -- especially upstate -- is helpful.

APPROXIMATE HIRING SALARY: \$57,000 - \$66,000

INQUIRE

Maria Gately, Manager, Human Resources, ESD Corporation

DEADLINE: At least two 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