



Job Opening
September 30, 2016

JOB TITLE: SVP, Chief Marketing Officer
DEPARTMENT: Marketing

LOCATION: NYC

BASIC FUNCTION:

Oversee all marketing initiatives that help drive economic development for NY State, including tourism marketing and business attraction/retention marketing.

WORK PERFORMED:

- Develop long-range marketing plan that aligns with economic goals for NY State (including appropriate balance of focus between upstate and downstate).
- Manage the evaluation of marketing performance and track metrics to assess impact of marketing on economy.
- Collaborate with internal and external groups to identify marketing opportunities and issues.
- Help identify policy initiatives that will drive economic development, particularly tourism and B-to-B related opportunities.
- Work with various outside marketing agencies to develop and execute initiatives including TV advertising, digital and social media, experiential marketing and PR.
- Allocate budget and other resources (e.g., earned media) to support strategy.
- Manage business attraction marketing staff and content development team (~10 FTE).
- Develop appropriate promotional programs, incentives and partnerships to attract tourists and employers to NY State.
- Oversee development and production of appropriate marketing material (e.g., advertisements, publications, brochures, pitch presentations).
- Work with appropriate state agencies to implement tourism and or business attraction programs (e.g., DEC, Parks, DOT, Ag and Markets, etc.).
- Conduct and synthesize research to support strategy and demonstrate impact.

EDUCATION & REQUIREMENTS:

Education Level required: BA required, Advanced Marketing degree preferred

Relevant experience required: Brand Marketing, B to B marketing experience at a company, advertising agency or branding company

Knowledge required: Marketing Strategy, Branding, Advertising production, Social media, Media planning

APPROXIMATE HIRING SALARY: Up to \$130,000

INQUIRE

Leah Schanke, AVP, 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