

Job Opening

Job Posting: January 2022

**Application Deadline: 30 days or
until position is filled**

JOB TITLE: Brand Strategy Manager

LOCATION: Buffalo NY

DEPT: Erie Canal Harbor Development Corporation

BASIC FUNCTION:

Responsible for leading ECHDC's brand strategy and experiential placemaking for the Buffalo Waterfront, Canalside and Outer Harbor brands. Internally: Develop the brand's mission and execution strategy, Manage brand standards and usage guidelines, and work with the team across disciplines. Externally: Manage contracts to ensure the successful growth of the brands, Advocate for local and national collaboration opportunities, and work with community partners to build the brands within the framework of the Empire State Development (Regional) and Visit Buffalo Niagara (WNY) tourism strategy.

WORK PERFORMED:

- Develop brand strategy and manage execution via partners and vendors at ECHDC waterfront properties
- Create a framework for partnerships, sponsorships and collaborations with local and national brands
- Develop and implement Canalside's "Erie Canal 2025" celebration (Erie Canal Bicentennial)
- Manage Buffalo Waterfront *Events & Concessions, Website, Branding* and other *Experiential Placemaking* contracts
- Develop and grow partnerships with Explore-n-More Children's Museum, Buffalo Heritage Carousel, Buffalo Naval & Military Park and Longshed tenants
- Work with internal staff to ensure brand standards are included in design, operations and maintenance projects
- Manage community outreach and ECHDC Advisory Groups
- Liaison with I Love NY, Visit Buffalo Niagara, Canal Corporation and other entities to maximize brand exposure
- Assist with press releases and corporation events related to the Subsidiary
- Special projects as assigned

Position expected to work onsite and/or remote consistent with NYS and ESD guidelines and needs.

EDUCATION & REQUIREMENTS:

- Education Level Required: Bachelor's Degree in Marketing, Business Administration, Hospitality, or related degree.
- Equivalent Experience:
8+ years of professional experience in a brand strategy capacity with management level experience. Proven track record of launching and driving campaigns that have built momentum for a brand's awareness and customer acquisition.
- Knowledge Desired:
Ability to multi-task in a fast-paced environment with public interaction.
Exceptional leadership/people skills, as well as strong planning and decision-making skills.
Dynamic self-starter with entrepreneurial spirit who can think strategically, with imagination, and possesses a good sense of humor with the ability to challenge and inspire.
Detail oriented with strong organizational, project management, and communication skills.
Passion for delivering meaningful social impact while simultaneously generating business results.

APPROXIMATE HIRING SALARY: Up to \$75,000 (w/ comprehensive benefits package)

INQUIRE

Sarah Allende – Human Resources Dept.

External Candidates: *Send resume to resumes@esd.ny.gov, indicating job title in subject line and salary requirement in email body*

Internal Candidates: *Complete [Posting Application](#) and attach a copy of resume*

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