



Job Opening

Job Posting: June 2, 2022

Application Deadline: 30 days or
until position is filled

JOB TITLE: Digital Content Coordinator

LOCATION: NYC

DEPT: Marketing

BASIC FUNCTION:

Support the daily operations of the digital team as a highly organized self-starter with excellent writing skills, a great eye for visual content and great research skills to help with content creation across digital platforms.

WORK PERFORMED:

- Contribute ideas to monthly themes meetings for blog posts relating to travel in New York State
- Conceptualize, research, and write blog posts
- Perform fact checking on outlines and drafts of pages
- Build blog posts and landing pages, and perform content updates using a custom CMS
- Update blog posts targeted for promotion
- Implement metadata for SEO
- Select and implement Open Graph images for social media
- Write and apply alt text to images
- Write and deploy email sends
- 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
- Organize the digital asset library and partner with editors and creative staff to apply consistent tagging
- Assist with digital rights tracking and documentation
- Assist with QA and implement corrections to broken links
- Identify and research competitors as well as industry trends and technologies.
- Assist department VP and senior team members with administrative tasks (i.e. setting up meetings, maintaining PTO calendars, booking conference rooms, etc.)
- Other duties as needed

EDUCATION & REQUIREMENTS:

Education Level required: Bachelor's Degree in marketing, digital communications, web production or similar field.

Relevant experience required: Work and/or internship experience in editorial or digital production for a website and/or app, preferably for a major brand

- Experience working in a digital content management system (CMS)
- Strong writing and editing skills with excellent 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
- Proficiency in social media
- Passionate about travel

- Able to travel to all regions of New York State on short notice

Relevant experience preferred: Strong knowledge of New York State vacation regions and attractions.

APPROXIMATE HIRING SALARY: \$45,000 - \$51,000 (w/ comprehensive benefits package)

INQUIRE

Maria Gately, Senior Human Resources Manager

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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