NEW YORK STATE OF OPPORTUNITY. | Empire State Development

Job Opening

Job Posting: 9/30/2019

Application Period: 30 Days or Until Position is Filled

JOB TITLE: Director, Event Marketing
DEPARTMENT: Marketing
LOCATION: NYC

BASIC FUNCTION: Under the general direction of the VP, Experiential Marketing, the Director, Event Marketing manages all aspects of marketing events and experiential programs including planning, creative development and execution that advance New York State economic priorities related to business attraction and retention, industry development and tourism.

WORK PERFORMED:

- Work with VP to define the strategic role of experiential efforts as part of the overall marketing mission to drive economic impact
- Lead and manage the strategic development of all aspects of business development events and tourism experiential programs (planning/ logistics, programming, content/ graphics, billing)
- Communicate with relevant internal ESD teams (research, public relations, digital/ social, creative services and legal) and agency partners on event deliverables and program extensions
- Collaborate with ESD Strategic Business Development and International teams and other business partners on outreach to secure NYS institutions and organizations as sponsors for B2B trade events
- Oversee preparation of content and promotional/ marketing materials for events
- Responsible for budget creation, implementation, reconciliation and financial reports
- Prepare post-program reports and analyses; assess opportunities and make recommendations for improving service to internal and external constituencies; implement those improvements as appropriate
- Manage agency partner(s) and support staff for successful event execution
- Perform other tasks and duties as required.

EDUCATION & REQUIREMENTS:

Education level required: Bachelor's Degree
Equivalent Experience required: 5+ years' professional experience; Supervisory experience
Knowledge Required:

- Strategic know-how; event management, project management, time management and budget management
- Solution oriented, highly motivated and proactive self-starter who works well as both team member and individual contributions
- Vocal team player who can share their POV while being open to additional opinions
- Outstanding organizational skills, ability to follow through, and capable of meeting deadlines while balancing multiple complex projects and priorities
- Can set priorities that accurately reflect the relative importance of activities or job duties, & effectively carry out event goals
- Can see big picture but think in details; no detail is too small
- Familiarity with NYS assets and attractions (especially Upstate NYS) is helpful
- Excellent written and verbal communication skills; knowledge of Microsoft Office

APPROXIMATE HIRING SALARY: $76,000 - $83,000 (w/ comprehensive benefits package)

INQUIRE

Maria Gately, Sr. HR Manager, Human Resources
Internal Candidates: COMPLETE A POSTING APPLICATION AND ATTACH A COPY OF RESUME
External Candidates: SEND RESUME TO: Resumes@esd.ny.gov

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