



Job Opening

Job Posting: 9/24/2021

Application Deadline: 30 days or
until position is filled

JOB TITLE: Director, Digital & Social Media Marketing

LOCATION: NYC

DEPT: Marketing

BASIC FUNCTION: Manage social media initiatives, paid digital campaigns, and development of digital content for I LOVE NY tourism and business development marketing programs, driving audience growth and engagement across platforms. Utilize a creative, data-driven approach to create great customer/audience experiences with travel in New York State.

WORK PERFORMED:

- Work with VP of Digital Marketing to develop strategic annual plans for social media and digital content marketing programs
- Direct monthly planning for social media and content marketing programs that drive engagement, traffic and affinity for New York State marketing initiatives, including the I LOVE NY campaign and B2B marketing
- Manage digital promotion calendars for organic and paid social media and editorial content and campaigns
- Manage the day-to-day work of agencies and staff responsible for social media content, editorial, community management and campaign production; provide guidance, review and edit work, secure approvals, and ensure receipt of all contract deliverables
- Manage I LOVE NY social media assets on Instagram, Facebook, Twitter, YouTube, TikTok, TripAdvisor, etc., optimize pages for best practices, and maintain account security standards
- Manage the execution of paid media programs and content marketing partnerships in the digital space for I LOVE NY, B2B marketing and other ESD initiatives in the social space
- Manage live activations and digital video content production for Facebook, Instagram, YouTube, TikTok, etc., working in partnership with an in-house video team, industry partners, and vendors to produce Facebook and Instagram Live events and social video content
- Identify opportunities for moving the I LOVE NY social media presence forward on new platforms and through strategic partnerships
- Partner with Managing Editor to align in-house content development and distribution
- Develop an email marketing program and work with editors to align content with marketing objectives
- Liaise with colleagues and agencies responsible for PR, events, and other marketing initiatives to leverage digital content and social media to support efforts across the organization
- Manage social media reporting, pull analytics as needed and use reports and external industry monitoring to identify opportunities for audience and engagement growth; conduct A/B tests to continually improve performance
- Other duties, as assigned which may include writing copy, sourcing images or monitoring Facebook comments as needed

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, Communications or other relevant studies required. Master's degree or other advanced study in Marketing is a plus.

Relevant experience required:

- 5+ years professional experience in social media or digital marketing roles with proven ability to drive measurable growth for a major brand or digital agency;
- Strong project and people management skills with experience supervising and editing work of vendors and staff;
- Excellent judgment on tone and brand appropriateness of content;
- Ability to excel in a fast-paced environment with limited resources and simultaneous responsibility for multiple projects;
- Advanced proficiency in best practices and engagement with major social media platforms including, but not limited to, Facebook, Instagram, Twitter, YouTube, TikTok;
- Strong knowledge of paid social media and paid search best practices;
- Strong copywriting and editing skills: exceptional command of English language grammar and spelling is a must;
- Strong understanding of social media analytics;
- Strong leadership skills;
- Passionate about and keeps up with latest social media, pop culture and tech trends;
- 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;
- Experience working with major travel/lifestyle brands;
- B2B marketing experience and/or content development for a business audience.

Application requirements: A cover letter is not necessary, but we do want to know why you are interested in this specific role! Send us your resume and a short statement that speaks to why you want to work with us, and please include links to social media accounts you've managed in the past year.

APPROXIMATE HIRING SALARY: Salary commensurate with experience.

INQUIRE

Donna Knief – 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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