

Job Opening

Job Posting: 08/12/2021

Application Period: two weeks

JOB TITLE: Director of External Affairs

LOCATION: NYC/Buffalo (50% of time must be in NYC)

DEPARTMENT: Global NY

BASIC FUNCTION:

The Director of Global NY External Affairs is responsible for the department's marketing and communications efforts, identifying, attracting, planning, promoting and managing events to showcase New York State assets and attractions, and increase outreach to New York State businesses.

WORK PERFORMED:

- Provide leadership and direction in the planning and execution of high-quality Global NY events that advance New York State economic priorities.
- Assists in preparing for trade and investment missions and works closely with the overseas offices and foreign government representatives on potential Global NY opportunities.
- Maintain communication with speakers, vendors, and participants; Coordinate and monitor event timelines.
- Collaborate with ESD's Office of Public Affairs on the publication of marketing materials and programs and media relations for events.
- Strategizes and drafts marketing materials including web and social content, report, talking points, and press releases to promote the department's programs.
- Identify and secure partner institutions and organizations (including chambers of commerce) as well as non-profit, corporate and governmental sponsors for events; form and manage event committees as needed.
- Engage NY businesses and trade groups to promote Global NY Programs and opportunities.
- Assist with the recruitment of NYS companies and business leaders for trade missions as may be needed.
- Establish and maintain contact with Regional Offices, industrial realtors, bi-national chambers of commerce, foreign diplomatic and trade offices and other appropriate individuals or groups to obtain information concerning event opportunities and trade shows. Some travel is required.
- Prepare and manage event budgets and financial reports and interface with the Department's CRM system.
- Ensure implementation of event objectives in compliance with New York State policies and procedures.
- Plan events collaboratively with the Governor's office, ESD, Regional Councils, local officials and other state and local agencies, authorities and organizations.
- Prepare an annual calendar of Global NY events.
- Develop/maintain highly professional standards and procedures for production of events.
- Manage support staff (and volunteers) for successful event execution.
- Perform other tasks and duties as required by ESD executive management.

Position expected to work onsite and/or remote consistent with NYS and ESD guidelines and needs. 50% of time must be in NYC office.

EDUCATION & REQUIREMENTS:

Education level required: Bachelor's degree

Experience required: 5+ years' experience

Knowledge Required: Special event management (high-profile events with high-level officials), project management, time management and organizational skills, with the ability to manage details of multiple complex projects with firm schedules; familiarity with world affairs; set priorities that accurately reflect the relative importance of activities or job duties, and effectively carry out event goals in a manner that supports economic development of New York State; understanding of New York State government, geography and culture encouraged; Familiarity with NYS assets and attractions -- especially upstate -- is helpful; Excellent written and verbal communication skills; knowledge of Microsoft Office.

APPROXIMATE HIRING SALARY: \$80,000 - \$85,000 (w/ comprehensive benefits package)

INQUIRE

Maria Gately, Sr. HR Manager, Human Resources

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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