

Job Opening

Job Posting: 1/18/19

Application Deadline: 1/31/19

JOB TITLE: EVP, Public Affairs and Communications

LOCATION: New York City

DEPARTMENT: Public Affairs

BASIC FUNCTION:

Lead Empire State Development's Communications Team (*team based in four different regions throughout the state*).

WORK PERFORMED:

- Oversee ESD Communications and Press Strategy; lead media relations team responsible for all agency press releases and public announcements; speechwriting and briefing materials for the ESD President & CEO.
- Manage communications for ESD subsidiary corporations and all ESD programs and services (including websites, social media and internal/external corporate communications) as well as economic development-related media events, which include ground-breakings, news conferences and general announcements.
- Serve as Chief Spokesperson for major ESD programs and breaking news events as required.
- Develop strategic communication plans in collaboration with President & CEO, EVP of State Marketing Strategies and others.
- Collaborate with the Marketing Department and outside agencies on the development of agency websites; social media tools; e-newsletters; customer/client communications; public and trade information/communication; marketing initiatives
- Partner with ESD leadership and the Executive Chamber to execute event-related assignments, including preparing remarks, event planning and briefings for the ESD President & CEO and Governor's office.
- Understand and manage the relationships between ESD and the other state agencies and authorities.

EDUCATION & REQUIREMENTS:

Education level required: Bachelor's degree required and advanced degree preferred

Equivalent Experience required:

- 10+ years in communications management and a proven track record with strong media relationships required.
- Ideal candidates will have a wide range of public relations, marketing and government relations experience.
- Experience within Public Sector communications preferable.

Knowledge Required:

Strong writing skills; understanding of NYS/NYC media; understanding of NY State economic and governmental issues.

APPROXIMATE HIRING SALARY: Commensurate with Experience (w/ comprehensive benefits package)

INQUIRE

Eileen Mason, Senior Vice President, Human Resources Department

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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