

Job Opening

Temp

Job Posting: 8/28/19

**Application Period: 30 Days or Until
Position is Filled**

JOB TITLE: Manager, Digital Analytics

LOCATION: NYC

DEPARTMENT: Marketing

BASIC FUNCTION: This position is a maternity leave cover lasting for the period of October 2019-March 2020. This role is responsible for implementing analytics, measurement and reporting solutions for Empire State Development's marketing campaigns and programs, including the agency's iconic "I LOVE NY" tourism marketing and Business Attraction and Retention campaigns.

WORK PERFORMED:

- Produce and present weekly, monthly and ad-hoc reports measuring ESD and I LOVE NY's digital performance against KPI's
- Liaise with vendors and agency partners on measurement initiatives
- Analyze data and provide actionable recommendations for owned, earned and paid digital marketing campaign performance improvement and digital product feature development; work with media buying agency on digital campaign optimizations
- Conduct A/B testing, surveys, and analyze results
- Support SEO strategy with keyword research as needed and actively monitor search trends
- Develop presentations for executive meetings and industry conferences, etc.
- Additional duties to be assigned as needed

EDUCATION & REQUIREMENTS:

Education Level required: Bachelor's degree in Digital, Marketing, Business, Statistics or related field required

Experience required: 2+ years of experience in digital analytics, quantitative analysis, strategic planning, or management consulting preferred.

Knowledge Required: Must be a power user of all things digital and show a demonstrated interest in how people use digital products. Strong knowledge of Google Analytics, Excel, PowerPoint, Facebook Business tools, and the Insights features of major social media platforms (Facebook, Twitter, LinkedIn, etc.). Strong knowledge of SEO best practices, Google AdWords, Google Trends, Google Webmaster Tools, and Google tag manager required. Must have exceptional organizational and time management skills and strong English-language oral and written communication skills.

SALARY RANGE: \$65-\$70 per hour

INQUIRE

Shawn Bryant, Human Resources Manager

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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