



Job Opening

Job Posting: 9/27/2021

Application Deadline: 30 days or  
until position is filled

JOB TITLE: Managing Editor, ILoveNY.com

LOCATION: NYC

DEPT: Marketing

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**BASIC FUNCTION:** Manage content development and the product roadmap for ILoveNY.com, a fully immersive content destination for all things NYS tourism. This role is responsible for overall day-to-day operations of ILoveNY.com and the I LOVE NY mobile app.

**WORK PERFORMED:**

- Manage overall editorial agenda in line with digital and tourism division initiatives and goals so as to increase traffic and audience engagement
- Manage the in-house I LOVE NY digital editorial team as well as web and mobile development vendors
- Oversee editorial calendars and manage the creation of high-quality editorial content for web, mobile, and email; perform copy editing and give notes to both in-house and external writers
- Write blog articles, emails, and landing page copy as needed
- Lead SEO efforts and integrate into marketing campaigns/initiatives
- Work closely with the social media team to ensure optimal distribution of editorial content
- Liaise with colleagues across tourism and other marketing verticals to ensure that web content is cohesive with cross-functional initiatives
- Project manage enhancements to the web site and mobile app, ensuring that they meet quality standards and are delivered on time and on budget
- Manage quality assurance testing and overall accuracy of web content
- Interpret and apply web publishing analytics to create break-through content

**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 English, Journalism, Communications, Marketing or other relevant studies.

Relevant experience required:

- 4+ years of experience creating digital content, preferably working for a well-known travel, lifestyle, parenting or media brand with increasing responsibility over time
- 5+ years of project management experience with a track record of excellence in a fast-paced environment with simultaneous responsibility for multiple projects
- Exceptional editorial skills including writing, editing, researching, and conceptualization for digital platforms (blogs, web publishing, etc.); must have a mastery of the English language and grammar
- Experience writing copy for marketing campaigns and understanding of core marketing concepts (i.e. audience targets, calls-to-action, etc.)
- Experience optimizing content for the mobile web, email and apps

- Demonstrated experience working in a collaborative content creation capacity and ability to partner with other teams to achieve mutual goals
- Ability to respond to quick-turnaround deadlines
- Good eye for design and quality photography
- Strong leadership skills and the ability to motivate junior staff and effectively delegate to direct and indirect reports and vendors
- Proficient with digital KPIs and understanding of how to apply analytics to content creation
- Experience using CMS tools, knowledge of basic HTML coding, and ability to resize photos
- Strong understanding of SEO best practices for digital content creation.
- Proficiency in social media and strong understanding of how to optimize content and pages for social distribution and sharing

**APPROXIMATE HIRING SALARY:** Up to \$87,000 (w/ comprehensive benefits package)

**INQUIRE**

Donna Knief – Human Resources Dept.

**External Candidates:** *Send resume to [resumes@esd.ny.gov](mailto: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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