



### Job Opening

**Job Posting:** Mar. 23, 2020

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

**JOB TITLE:** Digital Production Coordinator, ILoveNY.com    **LOCATION:** NYC  
**DEPARTMENT:** Marketing

**Basic Function:** Help shape the look and feel of ILoveNY.com and the I LOVE NY mobile app by serving as the photo editor and digital producer for the official I LOVE NY digital properties. Assist with digital department operations and help manage innovative projects.

#### Work Performed:

- Select and optimize photos across I LOVE NY digital properties using in-house photo libraries, UGC tools and through outreach to local attractions and partners Build blog posts and landing pages, and perform content updates using a custom CMS
- Organize the digital asset library and partner with editors and creative staff to apply consistent tagging
- Use Photoshop to edit and optimize images for web, and to create collages and unique page headers.
- Serve as the team’s web accessibility lead, liaising with the IT team and vendors to ensure ADA compliance is maintained throughout content updates.
- Assist Database Manager in approving event and venue listings.
- Assist with project management of interactive campaigns and new product implementation; liaise with outside agencies as needed
- Assist with daily digital team operations, such as scheduling meetings and conference calls

#### EDUCATION & REQUIREMENTS:

Education Level required: College degree in marketing, web production, web design, graphic design or similar field.

Relevant experience required: 1+ years of work and/or internship experience in digital production or graphic design for a website and/or app, preferably within the destination marketing space. Experience working in a digital content management system (CMS). Self-starter who can multitask and prioritize well in a fast-paced environment. Advanced proficiency in Photoshop/photo editing tools; must be able to crop, resize and correct lighting/contrast/etc. in photos. Strong eye for images and creative design. Strong organizational and communication skills. Passionate about travel. Social media savvy.

**APPROXIMATE HIRING SALARY:** \$43,228 to \$45,000 (w/ comprehensive benefits package)

#### INQUIRE

Maria Gately, Sr. HR Manager - 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 a [POSTING APPLICATION](#) and attach a copy of resume  
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