

Job Opening

Job Posting: 8/20/2019

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

JOB TITLE: I LOVE NY Digital Editorial Coordinator

LOCATION: NYC

DEPARTMENT: Marketing

BASIC FUNCTION: Make site updates and produce editorial content for I LoveNY.com and the I LOVE NEW YORK mobile app. Support the daily operations of the digital department.

WORK PERFORMED:

- Write, edit and QA articles and content for I LoveNY.com and the I LOVE NEW YORK mobile app
- Make content updates to I LoveNY.com and the I LOVE NEW YORK mobile app using a custom CMS
- Research New York State destinations and attractions to ensure site and app content is up to date
- Track content on competitor sites and make recommendations for articles and features based on travel industry best practices
- Manage the product and editorial roadmap for the I LOVE NEW YORK mobile app and lead implementation of feature improvements
- Co-write and edit the I LOVE NEW YORK email newsletter
- Assist with the coordination of cross-department content requests to ensure that program areas and initiatives are properly represented across digital properties
- Assist with project management tasks, including tracking progress against project schedules and alerting stakeholders to deadlines
- Report, ticket/document, and troubleshoot errors with the I LOVE NEW YORK site and mobile app
- Assist with digital and social media content creation on-location at major events
- Additional duties in support of the daily operations of the digital team to be assigned as needed

EDUCATION & REQUIREMENTS:

Education Level required: Bachelor's Degree in English, Journalism, Communications, Marketing or other relevant studies preferred.

Relevant experience required: 1+ years of full-time and/or internship experience working in digital editorial or marketing roles, preferably for a travel, lifestyle or media brand. Experience working with mobile apps is a plus. Proficiency in basic HTML, Microsoft Word, Excel, and PowerPoint; experience with CMS. Proficiency in HTML5, CSS, Javascript and Photoshop is a plus.

Knowledge required: Strong editorial ability including writing, editing, and pitching ideas; must have a mastery of the English language and grammar. Excellent attention to detail, strong organizational, communication and proofreading skills. Passionate about and keep up to date with latest travel, pop culture and technology trends. Understanding of SEO best practices for digital content creation is a plus. Knowledge of New York State regions and vacation destinations is a plus. Must be a team player with the ability to liaise and build rapport with colleagues across functions. Ability to interpret analytics and KPIs and creatively apply to site content. Available for occasional travel, including evenings and weekends.

APPROXIMATE HIRING SALARY: \$42,380 to \$45,000 (w/ comprehensive benefits package)

INQUIRE

Shawn Bryant, HR Manager, Human Resources

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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