

Job Opening

Job Posting: 7/16/2019

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

JOB TITLE: Sr. Digital Communications Manager

LOCATION: NYC

DEPARTMENT: Public Affairs

BASIC FUNCTION: Manage all digital communication platforms and content workflows for Empire State Development's agency website, employee intranet and social media accounts. Partner with the digital marketing team to establish ESD's website as a fully immersive content destination, to encourage consideration of New York State as a great place to do business, driving audience growth and engagement.

WORK PERFORMED:

- Manage web production for esd.ny.gov, implementing day-to-day editorial operations such as content publishing, webpage creation, editing and fact checking
- Serve as digital project management lead, managing content calendars and project timelines, and liaising with external vendors and internal stakeholders
- Manage internal content workflow process, in conjunction with the Editorial Director, supervising network of assigned digital liaisons for all ESD departments and programs to ensure consistency and quality across website and social media content
- Execute SEO tagging, keywords and metadata, working closely with the VP Digital Marketing and ESD's marketing vendor to implement an SEO strategy
- Manage ESD's agency social media accounts, producing content, drafting posts and working with external vendors on social media growth strategies to help enhance New York State's reputation as a great place to do business and increase awareness of a variety of business assistance programs offered by ESD
- Manage photo selection and editing for ESD's social media accounts and website, liaising with state photographers, companies and institutions to confirm usage and sourcing, and ensure images are optimized for digital
- Serve as the primary point of contact for the ESD website for internal stakeholders
- Oversee quality assurance testing and overall accuracy of web content, working with web developers on the IT services team to ensure that the site remains continuously operational and that bugs/issues are resolved in a timely manner
- Work with Digital Analytics Manager to interpret and apply web analytics to create break-through content and address website structure and design
- In conjunction with Editorial Director, author blog posts, success stories and website page copy as needed.

EDUCATION & REQUIREMENTS:

Education level required: Bachelor's Degree in English, Journalism, Communications, Marketing, Economics, Business or other relevant studies.

Equivalent Experience required: 3 years of digital editorial and/or production experience required; experience working on B2B or media properties targeted to a business audience preferred but not required. Strong understanding of best digital practices. Exceptional editorial skills including writing, editing, researching and conceptualization; must have a mastery of the English language and grammar. Strong project management skills with experience supervising and editing work of vendors and junior staff. Detail oriented self-starter with an ability to excel in a fast-paced environment with simultaneous responsibility for multiple project. Strong leadership skills and the ability to work independently. Aptitude for economic development, prior experience in state or local government preferred.

Knowledge/Skills Required: Proficiency in social media (Facebook, Twitter, Instagram, Tumblr, LinkedIn) and photo editing/graphic design (Adobe Creative Suite, especially Photoshop); passionate about and keeps up to date with latest digital technology trends; strong understanding of SEO best practices for digital content creation; demonstrated interest in business and economic development. Proficiency with digital KPIs and understanding of how to apply analytics to content creation; Experience with Drupal content management system and HTML.

APPROXIMATE HIRING SALARY: approx. salary \$66,000-70,000 (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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