



**Job Opening**  
**\*TEMPORARY POSITION\***

**Job Posting:** 7/2/2021

**Application Deadline: 30 days or  
until position is filled**

**JOB TITLE:** Social Media & Digital Content Manager  
**DEPT:** Marketing

**LOCATION:** NYC

**BASIC FUNCTION:** Under the direction of the Vice President of Digital Marketing, create and manage social media and blog content for the I LOVE NY/Empire State Development Digital Team. Assistant with paid social media campaigns and development of web content for iloveny.com and B2B marketing campaign.

**WORK PERFORMED:**

- Write, edit, and QA blog posts and articles for web
- Work with creative team to source images for blog posts and articles
- Make content updates to ILoveNY.com using a custom CMS
- Work with SEO vendor to incorporate SEO best practices into posts
- Write and edit copy for social media ads on Facebook, Instagram, and LinkedIn
- Source images for social media ads
- Communicate with vendors to ensure seamless scheduling of campaign posts
- Edit copy lines for syndicated content and search ads
- Other work as assigned

**Position expected to work onsite and/or remote consistent with NYS and ESD guidelines and needs.**

**EDUCATION & REQUIREMENTS:**

Education Level required: Bachelor's Degree is required; a Bachelor's Degree in Marketing, Communications, Digital Media or other relevant studies preferred.

Relevant experience required:

- 3+ years professional experience in social media, digital marketing, or digital content roles;
- Ability to excel in a fast-paced environment with simultaneous responsibility for multiple projects;
- Ability to complete assignments and produce high-quality work on short notice;
- Exceptional writing, editing, and research skills; must have a mastery of the English language and grammar;
- Strong understanding of writing for a marketing campaign;
- Good eye for design and quality photography; ability to resize and crop images;
- Expertise in Facebook, Instagram and LinkedIn best practices;
- Understanding of paid social media units and A/B testing strategies;
- Experience optimizing content for the mobile web and social media;
- Strong project management skills with experience supervising and editing work of digital vendors and junior staff;
- Ability to excel in a fast-paced environment with simultaneous responsibility for multiple projects;
- Experience using CMS tools;
- Understanding of SEO best practices for digital content creation;
- Passionate about and keeps up with the latest social media, pop culture, and tech trends

Relevant experience preferred:

- Strong knowledge of New York State vacation regions and attractions;
- Experience working with major travel/lifestyle brands;
- Basic HTML skills

**APPROXIMATE HIRING SALARY:** \$62,400-72,000

**INQUIRE**

Leah Schanke – Assistant Vice President - 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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