



Job Opening

APPLICATION DEADLINE DATE June 26, 2018

JOB TITLE: Senior Director, Tourism **LOCATION:** TBD (NYC or ALBANY)
APPOINTMENT TYPE: Permanent **JURISDICTION CLASS:** Exempt
DEPARTMENT: Division of Marketing, Advertising, and Tourism
633 Third Avenue, NY, NY 10017 or
625 Broadway, Albany, NY 12245

BASIC FUNCTION:

Support the Executive Director and the tourism team in coordinating ESD's iconic "I Love New York" tourism program and help coordinate marketing efforts to increase awareness and promote statewide tourism visitation.

WORK PERFORMED:

- As part of ESD's tourism team, help develop and implement the state's tourism marketing program
- Oversee the development of Customer Relationship Management (CRM) initiatives for tourism
- Oversee the division's international tourism program
- Oversee the development, distribution and/or operation of consumer tourism resources, such as printed collateral, promotional items, and the tourism information line
- Assist the Executive Director with division operations

EDUCATION & REQUIREMENTS:

Bachelor's degree in a relevant area:

Experience Required:

- At least five years' experience in B2B and/or direct consumer marketing, including designing and/or managing CRM programs, in both domestic and international markets
- Experience working in or with the tourism industry
- Experience in developing and managing programs

Preferred Qualifications:

- Understanding of the latest issues impacting the tourism industry, and tourism marketing tools including advertising, market research, public relations, experiential marketing and digital media
- Experience supervising staff and/or creating and/or managing budgets a plus
- Familiarity with New York State's tourism regions and assets a plus
- Experience working in government or with governmental entities a plus

Knowledge, Skills and Other Expectations:

- Excellent writing and oral communications skills
- Strong interpersonal skills
- Excellent judgment and professionalism
- Team player who can be both creative and flexible
- Record of innovative leadership and creative programming
- Ability to represent the Division of Tourism with the public, elected officials and New York State's tourism industry
- Record of past success as part of a highly visible tourism marketing program a plus

SALARY RANGE: Starting at \$95,000 and commensurate with experience

ADDITIONAL:

If interested in this position, please forward a cover letter and resume to the e-mail address below by June 26, 2018. Be sure to indicate the position title and location you are applying for and specify how you meet the minimum qualifications in your cover letter.

INQUIRE

NYS Department of Economic Development
Human Resources Office
625 Broadway
Albany, NY 12245
Fax: (518) 292-5852
E-Mail: DED-HR@esd.ny.gov

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06/11/2018

Pursuant to Executive Order 161, no State entity, as defined by the Executive Order, is permitted to ask, or mandate, in any form, that an applicant for employment provide his or her current compensation, or any prior compensation history, until such time as the applicant is extended a conditional offer of employment with compensation. If such information has been requested from you before such time, please contact the Governor's Office of Employee Relations at (518) 474-6988 or via email at info@goer.ny.gov.