

Job Opening

Job Posting: January 2021

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

JOB TITLE: Sr. Manager, Event Marketing

LOCATION: NYC

DEPT: Marketing

BASIC FUNCTION:

Under the general direction of the VP, Experiential Marketing the Sr. Manager, Event Marketing manages all aspects of event marketing and experiential programs including planning, creative development and execution that advance New York State economic priorities related to business attraction and retention, industry development and tourism promotion.

WORK PERFORMED:

- Develop, plan and execute consumer tourism experiential programs, business trade events and/ or special events
 - Communicate with relevant internal ESD and agency partners on event deliverables and program extensions
 - Work with tourism and industry trade partners to craft and maintain comprehensive calendars of NYS events and secure sponsorships
 - Oversee preparation of content and promotional/ marketing materials for events
 - Responsible for budget implementation, tracking and reconciliation
 - Prepare activation plans, post-program reports and analyses; assess opportunities and make recommendations for improvements; implement those improvements as appropriate
 - Manage agency partner(s), brand ambassadors and other support staff for successful event activations
 - Develop and maintain inventory control measures for assets, collateral and materials
 - Perform other tasks and duties as required
- Occasional travel (up to 30%) including weekends is required.

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

EDUCATION & REQUIREMENTS:

Education Level required: BA degree

Equivalent Experience required: 5+ years' experience

Knowledge Required:

- Passionate strategic marketer with a focus on curating dynamic live and virtual event experiences
- Strategic know-how; event management/ production, event technology, project management, time management and budget management
- Solution oriented, highly motivated and proactive self-starter who works well as both team member and individual contributions
- Vocal team player who can share their POV while being open to additional opinions
- Outstanding organizational skills, ability to follow through, and capable of meeting deadlines while balancing multiple complex projects and priorities
- Can set priorities that accurately reflect the relative importance of activities or job duties, and effectively carry out event goals
- Can see big picture but think in detail; no detail is too small

- Familiarity with NYS assets and attractions (especially Upstate NYS) is helpful
- Excellent written and verbal communication skills; knowledge of Microsoft Office

APPROXIMATE HIRING SALARY: \$65,000 - \$70,000 (w/ comprehensive benefits package)

INQUIRE

Sarah Allende – HR Recruiter, Human Resources Dept.

External Candidates: *Send resume to 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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