



## Job Opening

**Job Posting:** 6/12/2018

**Application Deadline:** 7/12/18

**JOB TITLE:** VP, Experiential Marketing

**LOCATION:** NYC

**DEPARTMENT:** Marketing

**BASIC FUNCTION:** Under the general direction of the SVP, Marketing defines and articulates the vision and strategy behind ESD's experiential efforts and events to drive growth and brand recognition. Manage all aspects of event marketing including planning, creative development and execution.

### WORK PERFORMED:

- Create and capitalize on opportunities for New York:
  - *For Business Development Events* – Work with ESD Strategic Business Dev. and International teams and other business partners.
  - *For Tourism Events* – Work with the TAC, NYS Regional Councils, state agencies, Governor's Office and directly with industry [e.g. Convention & Visitors Bureaus; Tourism Promotion Agents, et al].
- Define the strategic role of events as part of our overall marketing mission to drive economic impact
- Develop an annual strategic events plan outlining key audience segments
- Establish a clear process for measuring event impact
- Establish consumer insights to insure relevant content and event focus; developing content as needed
- Establish process and protocols for event execution aligned with state financial procedures
- Prepare summary information and reports for SVP on activities, results and impacts
- Manage trade events for SBD and the Governor's Office
- Manage annual budget and budget protocols
- Assist in the development Welcome Centers
- Work with the Executive Chamber on special activities
- Work with appropriate state agencies, industry organizations and ESD personnel to identify appropriate event marketing opportunities
- Outreach with New York based groups to expand knowledge of event opportunities
- Supervise events staff
- Other projects and activities as required

### EDUCATION & REQUIREMENTS:

Education Level and Work Experience required: Bachelor's Degree with 8+ years professional experience managing high-profile consumer and B2B events for a company, institution or nonprofit or with an experiential marketing organization; Experience working with multiple stakeholders and complex organizations also required.

**APPROXIMATE HIRING SALARY:** starting at \$110,000 (w/ comprehensive benefits package)

### INQUIRE

Leah Schanke, AVP, Human Resources

Internal Candidates: COMPLETE A POSTING APPLICATION AND ATTACH A COPY OF RESUME

External Candidates: SEND RESUME TO: [Resumes@esd.ny.gov](mailto:Resumes@esd.ny.gov)

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