

**EMPIRE STATE DEVELOPMENT –
NEW YORK STATE DEPARTMENT OF ECONOMIC DEVELOPMENT
POSITION DESCRIPTION**

Position Title: Asst. Commissioner (Tourism)

Date: February 1, 2012

Grade: NS

Salary: Commensurate with Experience

Department: Tourism

Division/location: 30 So. Pearl St., Albany, NY 12245

Basic Function:

Lead ESD's iconic "I Love New York" marketing campaign with efforts directed at both potential visitors and the New York State tourism industry.

Work Performed:

- Develop marketing strategy and implement plan through use of broadcast, print and digital media
 - Supervise staff of 10 - 15 tourism professionals
 - Serve as liaison to tourism industry and inspire confidence throughout the industry
 - Direct matching funds grant program to local communities
 - Work with and supervise the operations of the Governor's Tourism Advisory Council
 - Lead the effort to revitalize all marketing efforts
 - Interact with State's Division of the Budget to achieve maximum funding for the program
 - Create new programs together with the tourism industry to grow visitation throughout the state
 - Be responsible for developing a clearly defined set of metrics
 - Manage relationships with Advertising and PR agencies
 - Develop and maintain partnerships, sponsorships and licensing agreements
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Supervision Exercised - Positions Directly Supervised: All ESD Tourism Staff

Supervision Received - Supervisor: Vice President, Business Marketing

Minimum Requirements

Education level required (*education required for this position*):

Bachelor's Degree in relevant area

Equivalent Experience required (*include no. of years required*): 8+ years experience as follows:

Extensive experience in the tourism and travel industry with deep understanding of the latest issues, opportunities and marketing tools – including advertising, research, public relations, social media, data base management and publications

Experience managing a staff of tourism professionals

Experience in establishing true metric systems that can help improve ROI

Knowledge and other Requirements:

Excellent writing and oral communications skills

Ability to manage a multi-million dollar budget with foresight and flexibility

Record of past success creating or maintaining a highly visible tourism program

Record of innovative leadership and creative programming

Ability to represent the Division of Tourism to members of the New York State Legislature and the very diverse New York State tourism industry

Computer knowledge and capabilities

Application Information

Email application with cover letter and resume to: resumes@esd.ny.gov