

FULL TIME POSITION:

Workforce Development Corporation (“WDC”) Director of Marketing

Agency Description: The New York City Department of Small Business Services (SBS) is a vibrant, client-centered agency whose mission is to serve New York’s small businesses, jobseekers and commercial districts. SBS makes it easier for companies in New York City to start, operate, and expand by providing direct assistance to business owners, supporting commercial districts, promoting financial and economic opportunity among minority- and women-owned businesses, preparing New Yorkers for jobs, and linking employers with a skilled and qualified workforce.

About the WDC: The WDC is an independent not-for-profit created by the City of New York (the “City”) specifically for the purpose of assisting the City in developing and funding workforce initiatives. In furtherance of this purpose, the WDC and SBS work in a partnership consisting of, among other things, jointly developing, funding and managing workforce and training initiatives, and resource sharing. ***The WDC is currently looking to hire a Director of Marketing to support SBS in its branding and marketing efforts.***

Job Description:

The Director of Marketing is responsible for developing and managing branding and marketing efforts for SBS. The Director helps SBS reach its strategic goals of achieving quality, scale, and high levels of customer service by leading efforts to improve the quality and consistency of SBS initiatives and building relationships with a diverse customer base encompassing individuals as well as small and large operating businesses.

This position requires significant collaboration with a variety of stakeholders within and outside of SBS, including: SBS’ Executive Office, Workforce Development Division, Business Development Division, Division of Economic and Financial Development, Neighborhood Development Division, Workforce1 and NYC Business Solutions vendor partners; and a large network of community and industry partners. The Director of Marketing will manage a team of marketing and graphic design managers and report to the Chief of Staff. Specific responsibilities include:

- Spearhead the development and ongoing management of branding, marketing, and communication efforts for SBS initiatives
- Coordinate the creative development, production and distribution of clear and effective marketing communications and sales collateral materials for use in a wide range of marketing activities
- Oversee the development and ongoing management of SBS’s online presence, including website, email marketing, social media activities and digital marketing.
- Oversee the development of SBS’ graphic design portfolio
- Use historical data and market information to make strategic and tactical improvements to marketing activities.
- Leverage other City agencies, community organizations, and other partners to promote SBS services and initiatives
- Maintain a broad and generalist understanding of agency initiatives
- Manage other marketing and communications projects, as requested

Preferred Skills:

- 5 or more years of experience:
 - Developing and implementing successful B2B or B2C marketing strategies using multiple channels, including digital, print, partners, and email.
 - Developing effective marketing communications in traditional and digital media
 - Developing and managing marketing budgets

The WDC is an Equal Opportunity employer. Auxiliary aids and services are available upon request to individuals with disabilities.

- Managing external suppliers and vendors
 - Managing a team of marketing professionals
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- Demonstrated ability to influence others and move toward a common vision or goal, especially in a complex environment
 - Experience in project planning and/or program management
 - Proven ability to organize large quantities of information into clear and concise deliverables
 - Exceptional analytical, written and oral communication skills
 - Proficient with Microsoft Office Applications, including MS Excel, MS Word, MS Access, MS PowerPoint.
 - Proficient with CRM systems such as Salesforce.com or Oracle On Demand
 - Foreign language skills a plus

Qualifications:

- Preferred master's degree from an accredited college in business or public administration, marketing, human resources management, economics or a closely related field and two years of satisfactory full-time professional experience relevant to the work outlined above or
 - Baccalaureate degree and four to five years of professional experience. Professional experience should be in managing day-to-day operations, implementing strategic programs and meeting performance targets.
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How to Apply:

To apply for this position, please email your resume and cover letter including the following subject line: **Director of Marketing** to: careers@sbs.nyc.gov

Salary range for this position is: \$80,000 - \$85,000

NOTE: Only those candidates under consideration will be contacted.

If you do not have access to email, mail your cover letter & resume to:
NYC Department of Small Business Services
Human Resources Unit
110 William Street
New York, New York 10038