

FULL TIME POSITION:

Marketing Manager, Workforce1

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. SBS continues to reach for higher professional standards through innovative systems, new approaches to government, and a strong focus on its employees.

Job Description:

Workforce1 attracts, prepares, and connects qualified job candidates to job opportunities in New York City. Workforce1's services are delivered through a network of Workforce1 Career Centers located throughout all the City's five boroughs. At each Workforce1 Career Center, NYC Business Solutions sales teams connect employers with free recruitment, training services, and job matching services to help them fill their open positions. Since 2004, Workforce1 has achieved dramatic growth, going from helping fewer than 500 New Yorkers find new or better jobs per year to over 30,000 in 2010.

In 2011, Workforce1 will help over 35,000 New Yorkers to find new or better jobs. To support this goal, Workforce1 is launching a citywide expansion initiative that will create ten new locations to enhance the system's geographic reach and enable more qualified candidates to be matched to jobs.

The Marketing Manager is responsible for developing and managing branding, marketing, and communications efforts for Workforce1. The Manager helps Workforce1 reach its strategic goals of developing quality, scale, and customer service by leading efforts to improve the quality and consistency of the Workforce1 brand and building relationships with Workforce1 target audiences.

This position requires significant collaboration with a variety of stakeholders within and outside of SBS, including: SBS' Executive Office, Workforce Development Division, and NYC Business Solutions team; Workforce1 vendor partners; and Workforce1's network of community partners. The Marketing Manager will report to the Director of Marketing. Specific responsibilities include:

Strategic Marketing, Communications, and Branding

- Manage the branding, marketing, and communication efforts for Workforce1.
- Manage the development of marketing communications for Workforce1.
- Manage the implementation of a marketing plan that elevates awareness of the Workforce1 brand.
- Drive improvement of Workforce1 customer experience and service quality by collaborating with SBS staff to align services with marketing, branding, and communications efforts
- Provide overall leadership and management of Workforce1's online presence.
- Leverage other City agencies, community organizations, and other partners to promote the Workforce1 brand.
- Drive planning and execution of center- and sector-specific marketing plans that support Workforce1 recruitment efforts.
- Maintain a broad and generalist understanding of center operations, SBS content areas, and Workforce1 system performance in order to message brand effectively.
- Manage other marketing and communications projects, as requested.
- Establish clear customer expectations by improving the clarity, consistency, and professionalism of messaging of Workforce1 services.
- Ability to manage multiple projects on tight deadlines
- Consult with SBS and vendor partner staff on an ongoing basis on how to represent the Workforce1 brand in a variety of situations.

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Preferred Skills:

- Master's degree from an accredited college in business or public administration, marketing, human resources management, economics or a closely related field
- At least 3 years experience implementing successful B2C marketing strategies including digital, print and email channels. Experience with successful social media marketing campaigns a plus
- Experience gathering and systematically using data to inform marketing and sales activities
- Proven ability to organize large quantities of information into clear and concise presentations that can be consumed by multiple staff
- Excellent analytical, written and oral communication skills
- Proven ability to implement and manage social media campaigns
- Experience in project planning and/or program management
- Proficient with Microsoft Office Applications, including MS Excel, MS Word, MS Access, MS PowerPoint
- Proficient with email marketing systems such as CRM Marketing or Constant Contact
- Foreign language skills a plus

Qualifications:

1. A baccalaureate degree from an accredited college and two years of experience in community work or community centered activities in an area related to the duties described above; or
 2. High school graduation or equivalent and six years of experience in community work or community centered activities in an area related to the duties as described
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How to Apply:

To apply for this position, please email your resume and cover letter including the following subject line: **Marketing Manager, Workforce1** to: careers@sbs.nyc.gov

ALSO:

- **For Non-City/External Candidates:** Visit the [External Applicant NYC Careers site](#) and apply for this position by searching Job Title Marketing Manager, WF1
- **For Current City Employees:** Visit [Employee Self-Service \(ESS\)](#) to view and apply for available positions. Click on Recruiting Activities > Careers, and search for the specific Job title Marketing Manager,WF1

Salary range for this position is: \$55,000 - \$62,000 per year

NOTE: Only those candidates under consideration will be contacted.

NYC residency is required within 90 days of appointment

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