

FULL TIME POSITION: Marketing Manager

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:

SBS is seeking a Marketing Manager who will report to the Director of Marketing. The Marketing Manager will manage marketing and outreach efforts for the agency's Business Development Division (BDD), Neighborhood Development Division (NDD), and Department of Economic and Financial Opportunity (DEFO) division, in addition to various agency-wide projects and initiatives.

The Marketing Manager will be responsible for developing strategic plans to help raise awareness about the agency's NYC Business Solutions brand, in addition to leading marketing campaigns to connect the business community to SBS services. This position requires significant collaboration with a variety of internal and external stakeholders, performance reporting, presentations, and market analysis. Specific responsibilities include:

Strategic Marketing, Communications, and Branding

- Manage the branding, marketing, and communication efforts for NYC Business Solutions.
- Manage the development of marketing communications for NYC Business Solutions.
- Manage the implementation of a marketing plan that elevates awareness of the NYC Business Solutions brand.
- Drive improvement of NYC Business Solutions 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 NYC Business Solutions' social media platforms
- Leverage other City agencies and partners to promote the NYC Business Solutions brand.
- Drive planning and execution of center- and sector-specific marketing plans that support NYC Business Solutions sales efforts
- Maintain a broad and generalist understanding of center operations, SBS content areas, and NYC Business Solutions system performance in order to message brand effectively
- Manage other marketing and communications projects, as required

Preferred Skills:

- At least 2 years of experience implementing successful B2B marketing strategies including digital, print and email channels
- Experience working at a marketing, public relations or advertising agency
- Extensive experience leading successful social media marketing campaigns
- 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 internal and external audiences
- Excellent analytical, written and oral communication skills
- 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 and Constant Contact
- Design experience a plus
- Basic HTML experience

The Department of Small Business Services and the City of New York is an equal opportunity employer. Auxiliary aids and services are available upon request to individuals with disabilities.



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 above; or
 3. Education and/or experience which is equivalent to "1" or "2" above.
 4. However, all candidates must have at least one year of experience as described in "1" above.
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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** to: careers@sbs.nyc.gov

ALSO:

- **For Non-City/External Candidates:** Visit the [External Applicant NYC Careers site](#) and apply for this position by entering Job Title: Marketing Manager, Business Solutions.
- **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, Business Solutions

Salary range for this position is: \$45,615 - \$62,000

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