

Job Summary

Company:	New York Business Development Corporation
Location:	Albany, NY
Industries:	Financial Services, Marketing
Job Type:	Employee - Full Time
Title:	Marketing Manger

About the Company

New York Business Development Corporation (NYBDC) provides creative financing to small businesses to promote opportunity, prosperity, economic growth and entrepreneurship. At NYBDC, we are consistent in our goal to be creative in our underwriting. In many cases NYBDC financing solutions include participations, SBA guarantees, flexible amortization and long-term payouts on loans approved and funded.

About the Job

NYBDC seeks to hire a creative, fast paced professional to join our Albany-based marketing team. The Marketing Manager will be responsible for growing a variety of marketing channels—with a heavy focus on inbound content marketing—to increase loan application volume across NYBDC and affiliates The 504 Company and Excelsior Growth Fund.

Duties and Responsibilities

- Builds and manages the production of a rich content editorial calendar that attracts a qualified audience to our owned properties, and that increases our ability to earn placements on third party sites. (This content includes success stories, deal tombstones, business education articles, whitepapers and infographics)
- Generates new leads for company loan products by thinking strategically about lead nurturing and converting site traffic into qualified leads.
- Executes cohesive, B2B lead generating campaigns via email, paid search, social media and other digital and traditional marketing channels.
- Contributes to the long-term strategy and growth of NYBDC and affiliate websites.
- Analyzes efficacy of marketing activities by analyzing campaign data and reporting on ROI
- Thinks strategically about the needs of sales/lending teams and develop tools and materials that facilitate effective outreach.
- Manages day-to-day operations with PR firms, marketing agencies, and freelance team
- Additional position-related duties and responsibilities as assigned by supervisor

Position Specifications

- Bachelors' degree required
- A minimum of 3-5 years of experience in marketing, preferably digital or content marketing
- Clear communicator, both verbally and in writing
- Proven ability to prioritize in a fast-paced environment

- Demonstrated ability to deliver a quality work product with minimal supervision
- Creative, strategic thinker with good intuition
- Willingness to “roll up your sleeves” to get a project done
- Skilled at using data to make business decisions and recommendations
- Proficiency with website content management systems, email marketing services, Google Analytics/AdWords, ad retargeting platforms, A/B testing platforms, CRM systems and other digital marketing tools.
- Tech-savvy and able to learn new systems/tools with ease
- Ability to occasionally work beyond normal business hours/ days
- Ability to occasionally travel to various locations/ events

Email cover letter and resume to: lkozien@nybdc.com

NYBDC is an Equal Opportunity Employer and complies with all applicable federal, state and local laws regarding nondiscrimination. We provide equal opportunities to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, national origin, age, disability or protected veteran status.