



memo:

**** PLEASE POST ****

TO: All PEF Offices
FROM: Human Resources
DATE: July 13, 2026
RE: Management/Confidential Vacancy

In accordance with Article 23(A) of the PEF/USW Agreement, please be advised that the following vacancy may be applied for in writing:

Position: Marketing & Events Executive

Location: MBP (Latham, NY)

Category: 7 (MC)

Salary: \$78,832.00 – Hiring Rate (minimum)

\$100,188.00 – Step 5 (maximum)

PEF retains the right to increase the starting salary based on experience.

Interested members of staff are invited to submit their resume to:

Office of Human Resources
Public Employees Federation
1168-70 Troy-Schenectady Road
PO Box 12414
Albany, NY 12212-2414
or by e-mail to HR@PEF.org

Qualifications and job description are attached. Services for this position are required immediately.

cc: Statewide Officers
Regional Coordinators
Trustees
USW 9265 President

NYS PUBLIC EMPLOYEES FEDERATION

POSITION DESCRIPTION

Position Title: Marketing & Events Executive

Department: Membership Benefits Program (MBP)

Position Summary: Under the supervision and direction of the MBP Administrator, the Marketing & Events Executive has primary responsibility for the strategic planning, development, and coordination of all Membership Benefits marketing and statewide event operations. This includes the design and editing of marketing materials, co-management of in-person member engagement events, and extensive travel throughout the state. The Marketing & Events Executive consults with clients and vendors, conducts market research, and ensures high-quality execution of all promotional activities. The position also contributes to program development and assists with planning, reporting, and the ongoing evaluation of MBP services.

Qualifications: A bachelor's degree in marketing or communications with 5 to 10 years of experience or a master's degree, in marketing or communications, with 3 to 5 years of experience. Must have a proven record of good analytical skills, experience in project management, good communication skills, knowledge of digital marketing and must possess technical proficiency.

Key Functions:

- * Supervise administrative and professional staff assigned to marketing, including but not limited to monitoring of workloads, establishing work procedures, approving leave, reviewing timesheets, assigning duties, evaluating, and addressing issues in the absence of the MBP Administrator.
- * Prepares executive-level correspondence in response to emails regarding program inquiries/web requests, proposals, feedback, vendor coordination, or event engagement, including correspondence, for the signature of the MBP Administrator or PEF President. * Designs, develops, and edits promotional materials including brochures, flyers, web content, and digital copy. Works with the Marketing/Contract Specialist for printing needs and coordinating mailings.
- * Collaborates with the PEF Communications Department to ensure messaging effectively reaches members through social media and print advertising.
- * Monitors and maintains our social media presence, including maintaining statistical data. Recommend changes as appropriate to the MBP Administrator.
- * Responsible for the design and content of the PEF MBP website and PEF mobile app.

- * As a member of the Executive Team of MBP, manage and execute event planning efforts including coordination of membership meetings, health fairs, information days, and vendor exhibits throughout the State. Organizes facilities and manages all event planning including staffing, scheduling, setup, and event flow.
- * As a member of the Executive Team of MBP, coordinates event planning including venue selection, vendor management, activities, promotional giveaways, signage, staffing schedules, and travel arrangements.
- * Conducts market research and vendor outreach; negotiate contracts and source regional partnerships that enhance member benefit offerings in coordination with the MBP Administrator.
- * Proposes ideas to improve services and the overall quality of member events and communications.
- * Arranges and monitors NTSI class schedules for Headquarters and Regional Offices.
- * Assists in the development and implementation of new benefit programs.
- * Supports the preparation of the MBP Marketing Budget and prepares reports for the MBP Board of Trustees and the annual report to the PEF Convention Delegates.
- * Attend all meetings of the Board of Trustees.
- * Evaluates events and campaigns through member feedback and internal reviews to improve program outcomes.
- * Performs other duties as assigned.
- * Ability to travel throughout the state.
- * Consistent and reliable attendance.

** Identifies essential function/fundamental job duty.*

Revised 10.29.2025