



NEW JERSEY DEPARTMENT OF AGRICULTURE

P.O. Box 330, Trenton, New Jersey 08625
www.nj.gov/agriculture

POSITION TITLE: Jersey Fresh Social Media Content (Photo/Video) Assistant
(Temporary position to last approximately 90 days)

ISSUE DATE: March 28, 2018

CLOSING DATE: April 11, 2018

SALARY RANGE: \$14.00 per hour

ANNOUNCEMENT NUMBER: 9-18

LOCATION: Division of Marketing and Development
Trenton, New Jersey

POSITION DESCRIPTION

In the New Jersey Department of Agriculture, Division of Marketing and Development, assist the Jersey Fresh Marketing team in efforts to advertised and promote Jersey Fresh fruits, vegetables, and other specialty crops; assist by working directly with the Department's social media coordinator to develop ideas and content for use on the Jersey Fresh social media channels; film, photograph and edit videos and images for use in various communications and campaigns; build a video and photo library to include products, recipes, farmer profiles and Jersey Fresh events; create engaging blog and social media content for use on YouTube, Instagram, Facebook, etc.; assist with creating and maintaining a social medial editorial calendar; assist to maximize exposure of content on social medial and other digital platforms; arrange video/photo shoots in a studio or field setting; provide support at live and online events; serve as primary photographer at events and for campaigns; establish metrics and produce reports related to social media performance analytics; performs related duties as required.

REQUIREMENTS

EDUCATION: Applicants must be enrolled in a post-secondary educational institutional and should be in their second or third year of undergraduate studies or in their first year of post graduate studies enrolled in these preferred areas of study: Business including Marketing, Agricultural areas, Photo and/or Video Journalism.

Preference will be given to candidates with excellent verbal and written communication skills; photography and videography and some familiarity with editing of each; computer skills; website editing; familiarity with social media platforms including Facebook, Twitter and Instagram; and the ability to organize, prioritize and implement programs and services.

NOTE: Foreign transcripts must be evaluated by a recognized evaluation service at your expense. Submit a copy of the evaluation with each application that requires a college degree or credits. For additional information, please refer to the Civil Service Commission website at: <http://www.state.nj.us/csc/seekers/about/steps/step2.html>

LICENSE: Appointee will be required to possess a driver's license valid in New Jersey only if the operation of a vehicle, rather than employee mobility, is necessary to perform the essential functions of the position.

NOTE: Applicants must have access to a reliable means of automotive transportation. The federal rate of mileage reimbursement of \$0.31 per mile, plus tolls, will be paid for each mile traveled from your worksite to field visits. The selected candidate will be required to maintain a mileage log. Travel to and from your home to the Trenton offices will not be reimbursed.

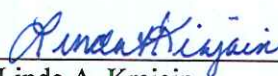
RESIDENCY LAW: Pursuant to N.J.S.A. 52:14-7 (L. 2011, Chapter 70), also known as the "New Jersey First Act," which became effective September 1, 2011, all persons newly hired by the Executive Branch on or after that date shall have one year from the date of employment to establish, and then maintain principal residence in the State of New Jersey. New Jersey State employees hired prior to September 1, 2011 who transfer from within the Executive Branch or from another State of New Jersey appointing authority without a break in service greater than seven days but who reside outside the State of New Jersey are not required to change their principal residence to New Jersey in order to comply with the act.

AUTHORIZATION TO WORK: Selected candidate must be authorized to work in the United States according to the Department of Homeland Security, United States Citizenship and Immigration Services regulations. **Note:** The State of New Jersey does not provide sponsorships for permanent residency to the United States or work visa.

APPLICANT INFORMATION

Applicants must submit a cover letter including the announcement number, resume and transcripts by the closing date to: Linda Krajain, Manager, Human Resources, Human Resources, P.O. Box 330, Trenton, NJ 08625 or via e-mail to njdajobs@ag.nj.gov.

POSTING AUTHORIZED BY:


Linda A. Krajain
Manager, Human Resources