



State of New Jersey

PHILIP D. MURPHY
Governor

DIVISION OF ADMINISTRATION
DEPARTMENT OF LAW AND PUBLIC SAFETY
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Attorney General

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WILLIAM H. CRANFORD
Chief Administrative Officer

May 22, 2023
NOTICE OF JOB VACANCY
#23-360

An opportunity currently exists in the unclassified service with the Department of Law & Public Safety, Office of the Attorney General, for applicants who meet the requirements specified below:

TITLE: Government Representative 3
(Social Media Specialist)

SALARY: \$75,000.00

LOCATION: [Office of the Attorney General](#)
Office of Communications
25 Market Street
Trenton, NJ 08625

NUMBER OF POSITIONS AVAILABLE: One (1)

DUTIES: Under the supervision of the Attorney General, the Director of Communications, or other supervisory official within the Department of Law and Public Safety ("Department"), contributes to the Department's social media presence through various social media platforms and accounts; determines sponsored content and length of time for running online; travels to significant events and/or appearances of the Attorney General for contemporaneous promotion and cover on social media; may serve as the Departmental liaison for all social media Division liaisons within the Department; reviews suggested content from Division liaisons and determines suggested content for publishing; shares relevant content, engages with fans and followers, answers inquiries, and spearheads online campaigns to garner attention and attract new followers; covers Department events on all social media platforms; creates, curates, and assists with published content (images, video and written dialogue); generates, edits, publishes and shares engaging content daily (e.g. original text, photos, videos and news); remains up-to-date with current technologies and trends in social media, design tools and applications; performs other related work as required.

REQUIREMENTS

EDUCATION: Graduation from an accredited college or university with a Bachelor's degree.

EXPERIENCE: One (1) year of experience managing multiple social media platforms for a business or public entity.

NOTE: Additional experience as indicated above may be substituted on a year-for-year basis for the required education. Thirty (30) semester hour credits are equal to one (1) year of experience.

NOTE: A Master's degree in Journalism, Public Relations, Communications, or English may be substituted for one (1) year of experience.

LICENSE: Appointees will be required to possess a driver's license valid in New Jersey.

PREFERENCE: Preference will be given to applicants with extensive experience in the following areas: copywriting, design (graphics and video), community engagement, and content development.

RESUME NOTE: Eligibility determinations will be based upon information presented in resume only. Applicants who possess foreign degrees (degrees earned outside of the U.S.) are required to provide an evaluation indicating the U.S. equivalency prior to the closing date. Failure to do so may result in your ineligibility.

All offers of employment are conditional subject to the applicant agreeing to and then passing a background check that may include fingerprinting.

HOW TO APPLY: If qualified, please send a cover letter indicating interest in job vacancy announcement #23-360 and a current resume to the Recruitment Coordinator via email at LPS.Humanresources@njoag.gov on or before the closing date of **June 9, 2023**.

The "New Jersey First Act," N.J.S.A. 52:14-7 (L. 2011, Chapter 70), requires new public employees to reside in the State of New Jersey within one (1) year of employment.

The Department of Law and Public Safety is an Equal Opportunity Employer and is committed to inclusive hiring and dedicated to diversity in our staff. We strongly encourage people from all groups and communities to apply.

