



NEW JERSEY DEPARTMENT OF CHILDREN AND FAMILIES

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Governor

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Commissioner

JOB VACANCY POSTING

POSTING #:	056-24	ISSUE DATE:	January 22, 2024
TITLE:	GOVERNMENT REPRESENTATIVE 3 (UNCLASSIFIED)	CLOSING DATE:	February 5, 2024
FUNCTIONAL TITLE:	COMMUNICATIONS TECHNOLOGY SPECIALIST		
LOCATION:	Department of Children and Families Office of Communications 50 East State Street Trenton, NJ 08625		
POSITIONS:	1		
DISTRIBUTION:	STATE-WIDE	SALARY:	\$58,500.00

SCOPE OF ELIGIBILITY: Subject to current promotional and hiring restrictions.

SPECIAL NOTE: This position may be eligible to work remotely for up to two days in a calendar week.

JOB DESCRIPTION: The New Jersey Department of Children and Families (DCF) is seeking a self-motivated individual who can support the digital messaging of the Department through development of content and design geared towards the agency’s web presence. The Department is currently undergoing a web redesign initiative, supported by the state Office of Information Technology, to reconfigure the DCF public-facing website to enhance searchability, and support mobile responsiveness. In addition to ongoing duties, the successful candidate will be charged with overseeing this project to completion.

The position also has the responsibility for the following:

- Serves as primary webmaster for the Department’s public-facing websites and staff-facing Intranet (managed through Microsoft SharePoint).
- Develops website copy and content, in partnership with agency subject matter experts.
- Creates opportunities for alignment between web content and social media content, supporting the Department’s digital media footprint through multi-modal, multi-platform campaigns.
- Supports additional web-based projects, including ongoing maintenance and updates for the NJYRS.org website, NJ Safe Haven website, NJ4S online portal, and future projects.
- Monitors data metrics for website traffic and develops strategies to maximize Search Engine Optimization (SEO).
- Coordinates content and design for DCF newsletters and mass-email blasts and develops strategies to increase engagement through email communications.
- Supports the agency’s production and distribution of webinars and streaming content to internal and external stakeholders.
- Supports, as necessary, DCF user interface for online systems and web resources intended for contracted provider agencies.

- Assists in other digital media projects and initiatives – including the development of social media content, digital photography, video and audio, and graphic design – as requested, working alongside Office of Communications and Public Affairs staff in each of those discipline areas.
- Other duties as assigned.

REQUIREMENTS:

EDUCATION: Graduation from an accredited college or university with an associate degree in digital Communications, web design, multimedia or other related fields of study

EXPERIENCE: Three (3) years of experience in work involving website maintenance and support / digital media communications.

TECHNICAL PROFICIENCY: Must be familiar with Adobe Creative Cloud suite, content management system platforms, Microsoft SharePoint, email distribution platforms. Some knowledge of web-based coding languages (HTML), UX/UI, and Web-Accessibility / Language Accessibility Standards required.

RESUME NOTE: Eligibility determinations will be based upon information presented on the resume only along with other supporting documents. Applicants who possess a degree from a college or university outside the United States must provide an evaluation of one's transcripts from a recognized evaluation service at the time of submission by the above closing date. Failure to do so may result in your ineligibility.

PUBLIC SERVICE LOAN FORGIVENESS: As a prospective employee of the State of New Jersey, you may be eligible for federal loan forgiveness programs and state repayment assistance programs. For more information, please visit the U.S. Department of Education's website at StudentAid.gov/PSLF.

SAME APPLICANTS: If you are applying under the NJ "SAME" program, your supporting documents (Schedule A or B letter), must be submitted along with your resume by the closing date indicated above. For more information on the SAME Program visit their Website at: <https://nj.gov/csc/same/overview/index.shtml>, email: CSC-SAME@csc.nj.gov, or call CSC at (609) 292-4144, option 3.

LICENSE: Appointees 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 duties of the position.

IMPORTANT NOTICE

RESIDENCY - Effective 9/1/11, NJ PL 70 (NJ First Act), requires all State employees to reside in New Jersey, unless exempted under the law, or current employees who live out-of-state and do not have a break-in service of more than 7 calendar days, as they are "grandfathered." New employees or current employees who were not grandfathered and who live out-of-state have one year after the date of employment to relocate their residence to New Jersey or request an exemption. Current employees who reside in NJ must retain NJ residency, unless he/she obtains an exemption. Employees who fail to meet the residency requirements or obtain an exemption will be removed from employment.

Electronic Filing:

Forward a cover letter and resume as a **single PDF document**, saving the file by your **Last Name, First Name** to:

Job.Posting@dcf.nj.gov

Include the **Job Posting #** in the subject line of your email.

The Department of Children and Families is an Equal Employment Opportunity Employer and is committed to fostering a respectful and inclusive work environment which reflects the diversity of the state we serve.