



State of New Jersey

Director of New Media

Position Overview

The Office of Governor Mikie Sherrill is seeking an innovative **Director of New Media** to expand our reach beyond traditional communications channels. This leader will build and execute a comprehensive strategy for podcasts, long-form video, YouTube, Substack, Reddit, and other emerging digital platforms.

The ideal candidate understands how modern media ecosystems work, has strong relationships with podcast hosts and other creators, and knows how to turn complex policy issues into compelling content.

Key Responsibilities

Podcasts

- Develop a proactive podcast booking strategy.
- Secure appearances on high-profile and high-impact political, business, and cultural podcasts.
- Build and maintain relationships with podcast hosts.
- Prepare principals and surrogates for podcast appearances.

Long-Form Video

- Develop and manage a comprehensive YouTube strategy.
- Lead development of long-form video content designed for YouTube and other video platforms.
- Optimize content for discoverability, audience retention, and subscriber growth.

Substack/Written Content

- Develop and manage a Substack presence.
- Coordinate long-form written content.

Qualifications

- 5+ years of experience in digital media, communications, journalism, or a related field.
- Experience booking high-profile interviews, appearances, or media opportunities.
- Exceptional writing, editing, and storytelling skills.
- Comfortable operating in a fast-paced environment.

Preferred Qualifications

- Existing relationships with podcast producers and creators.
- Experience producing or overseeing long-form video content.
- Knowledge of YouTube analytics and search engine optimization.

Salary Range: \$115,000-\$135,000 based on experience.

If you are qualified and interested in this employment opportunity, please send your cover letter, resume, proof of degree, and application for employment via email only, by 9/13/2026 to the address noted below. All submissions must be received by 5:00 pm (close of business) on the last day of the posting period.

Email address: Miranda.Markart@nj.gov

Please use “Director of New Media” in the Subject Line.

RESIDENCY REQUIREMENT: The New Jersey First Act, P.L. 2011, c.70, requires all employees to reside in the State of New Jersey, unless otherwise exempted under the law. If you do not live in New Jersey, you have one year from the date of appointment to relocate and maintain residence in New Jersey.

For more information, visit: <https://nj.gov/labor/lwdhome/njfirst/NJFirst.html>.

The standard workweek is Monday through Friday. This position requires that the incumbent must be able to work from the State House in Trenton, NJ five days a week. The position offers a comprehensive benefits package including medical, prescription drug, and dental coverage, benefit leave, paid holidays, pension, supplemental pension plan options, and tax saving programs. For more information regarding the New Jersey State Health Benefits Program (SHBP) and Public Employees’ Retirement System of New Jersey

(PERS) plan offerings, eligibility requirements, and enrollment, please visit the New Jersey Division of Pensions and Benefits website at <https://www.nj.gov/treasury/pensions/>. Please refer to the **Active Employees** section on the home page.

NJ SAME Program: In accordance with P.L. 2021, c.465 and P.L. 2021, c.466, the State as a Model Employer of People with Disabilities (SAME) allows qualified individuals with a significant disability to apply for non-competitive and unclassified positions through a fast-track hiring process. If you are applying under the “NJ SAME Program,” your supporting documents (Schedule A or B letter) must be included in your application submission by the closing date. Reasonable accommodations will be made for qualified candidates with disabilities upon request. For more information, call (609) 292-4144, option 3; email CSC-SAME@csc.nj.gov or visit <https://nj.gov/csc/same/overview/index.shtml>.