ANTICIPATED JOB VACANCY
Statewide

Issue Date: September 5, 2019
Closing Date: September 27, 2019
Title: Director of Communications
Range: X98 (unclassified)
Reference #: OSHE-2019-002
Position #: TBD
No. of Vacancies: 1 (one)
Salary: $70,000-$85,000
Location: Office of the Secretary of Higher Education, Trenton, NJ

OVERVIEW
“Every New Jerseyan, regardless of life circumstances, should have the opportunity to obtain a high-quality credential that prepares them for life after college.” Achieving this student-centered vision for higher education in New Jersey is the overriding mission of the Office of the Secretary of Higher Education (OSHE). The Secretary of Higher Education advises the Governor on higher education initiatives and proposed legislation. OSHE reviews requests for State support from institutions and communicates with higher education leaders, faculty and students across the state under the direction of the Secretary. OSHE released the state plan for higher education in March 2019, and now coordinates its implementation. OSHE is a fast-paced and entrepreneurial agency that strives to make the state’s vision for higher education a reality.

DESCRIPTION
The Office of the Secretary of Higher Education seeks a qualified candidate to handle the communications functions of the Agency. This involves the development and implementation of a comprehensive communications and public relations plan. This position will work closely with the Secretary of Higher Education, management a team and staff to ensure OSHE’s mission and message are communicated efficiently and effectively to its stakeholders utilizing all written and electronic methods to build public awareness and support.

RESPONSIBILITIES:
• Direct communication functions, such as media support for OSHE programmatic and/or policy initiatives.
• Liaise with the Governor’s Communications Office to improve information flow, through daily and/or weekly communications memos, etc.
• Work to extend current outreach channels to enhance OSHE’s outward presence, including but not limited to: visual and digital presence, and targeted campaigns to stakeholder groups.
• Manage external communications requests from media, constituents, or other stakeholders, and coordinate timely and appropriate responses from OSHE.
• Coordinate public messaging across all OSHE; develop an office-wide communication strategy and communicate this with OSHE employees for branding coordination and consistency.
• Develop media kits or plan for communicating programs and projects - craft talking points adapted to various stakeholders; develop storyboards to help share key issues and concerns; develop communications content to highlight initiatives and work of the office (op-eds; statements on higher education issues/decisions; social media campaigns, etc.).
• Develop regular reporting updates on communication strategy and metrics to OSHE management
• Audit the current communication channels, identify areas of need and develop a plan for improvement.
• Additional duties as assigned.

REQUIREMENTS

Education: A Bachelor's degree in communications, education, policy, business administration or other closely related field

Experience:
• Six (6) years of experience in journalism, communications, marketing, or public relations work with at least one (1) year of experience in media affairs in a professional communications environment.
• Substantive knowledge of the colleges and universities in New Jersey.
• Strong writing skills and promotional abilities.
• Experience as a media spokesperson and preparing press releases and interviews highly desirable.
• Proactive and reactive media relations experience, with nonprofit or public organizations or institutions of higher education highly desirable.
• In-depth knowledge of community outreach/public relations trends and best practices, with a demonstrated ability to grow audience interest and engagement.
• Experience in planning and implementing social media and web-based public outreach campaigns.
• Working knowledge of photo and video editing software (Adobe Creative Suite); skill in photography, videography, and basic graphic design a plus.

RESIDENCY: In accordance with the New Jersey First Act P.L. 2011 c.70, effective September 1, 2011, new employees are required to obtain New Jersey Residency within one (1) year of employment.

Interested applicants that meet the requirements listed above should send a cover letter, writing sample, and resume to:

humanresources@oshe.nj.gov
or
Office of the Secretary of Higher Education
Attn: Donna Fletcher-Lugo
Director of Executive Services
1 John Fitch Plaza, PO Box 542
Trenton, NJ 08625

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