



## State of New Jersey

PHILIP D. MURPHY  
Governor

DIVISION OF ADMINISTRATION  
DEPARTMENT OF LAW AND PUBLIC SAFETY  
PO BOX 081  
TRENTON, NJ 08625-0081

ANDREW J. BRUCK  
Acting Attorney General

SHEILA Y. OLIVER  
Lt. Governor

WILLIAM H. CRANFORD  
Chief Administrative Officer

### November 19, 2021 NOTICE OF JOB VACANCY #21-406

An opportunity currently exists in the classified service with the Department of Law & Public Safety, Division of Highway Traffic Safety, for current State employees with permanent service in a competitive title who meet requirements specified below:

**TITLE:** Principal Public Information Assistant

**SALARY:** \$63,897.91 to \$90,711.70

**LOCATION:** Division of Highway Traffic Safety  
140 East Front Street, 7<sup>th</sup> Floor  
Trenton, NJ 08628

**NUMBER OF POSITIONS AVAILABLE:** One (1)

**DUTIES:** Under the supervision of the Director, Division of Highway Traffic Safety, and the Director, Office of Communications for the Office the Attorney General (OAG), or other supervisory official within the Department of Law and Public Safety (“Department”), provides management support by developing and forming strategies, plans, policies and campaigns aimed at improving public information messaging by the agency with a goal of reducing roadway crashes, injuries and fatalities in the State. Makes recommendations and assists with policy formulation as a trusted advisor to executives concerning traffic safety campaigns and in coordination with the OAG Communications office; evaluates the effectiveness of new strategies, plans, policies and programs by conducting surveys, receiving feedback, and leading focus groups; coordinates bid proposals and subsequent contracts/grants for the Division’s public awareness campaigns; manages the Director’s public speaking engagements; develops plans and strategies to implement new programs and initiatives, as well as, lead or serve on special project committees and perform related activities that promote new programs and initiatives impacting the Division; manages the Division’s social media content and accounts; as well as Division grantees on communication-related matters; coordinates daily work assignments of work team and may lead work team staff to ensure that they are prepared for assignments and that assignments are completed on a timely fashion; responsible for drafting all public facing information, including but not limited to website content, brochures/educational material, press releases, and social media messaging; does related work as required.

### **REQUIREMENTS**

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

**EXPERIENCE:** Three (3) years of experience in the collection, analysis, preparation, and dissemination of information in a public relations and/or public information program in a public or private agency or organization.

**NOTE:** Applicants who do not possess the required education may substitute experience as indicated on a year-for-year basis.

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

**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 required to perform the essential duties of the position.

**PREFERENCE:** Preference will be given to candidates with traffic safety experience.

**RESUME NOTE:** Eligibility determinations will be based upon information presented in resume and proof of degree. Applicants who possess foreign degrees (degrees earned outside of the U.S.) are required to provide an evaluation indicating the U.S. equivalency, with a course-by-course breakdown, prior to the closing date. Failure to do so may result in disqualification.

**If qualified, please send a cover letter indicating interest in job vacancy announcement #21-406 and a current resume on or before the closing date of December 6, 2021 to:**

Recruitment Coordinator  
[LPS.Humanresources@njoag.gov](mailto:LPS.Humanresources@njoag.gov)

**-OR-**

Recruitment Coordinator  
Division of Administration  
P.O. Box 081  
Trenton, NJ 08625-0081

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.

