



**STATE OF NEW JERSEY
OFFICE OF THE SECRETARY OF
HIGHER EDUCATION
1 JOHN FITCH PLAZA
P.O. BOX 542
TRENTON, NJ 08625-0542**



NOTICE OF ANTICIPATED JOB VACANCY

Reference #:	OSHE-2024-026	Issue Date:	11/18/2024	Closing Date:	12/18/2024
Title:	Assistant Director of Communications (Communications Manager)	Range/Title Code:	P98/ 06075	Salary Range:	\$80,000 - \$90,000
Location:	Office of the Secretary of Higher Education, Trenton, NJ	Position #:	012778	# of Vacancies:	1

NOTE: An application must include a cover letter, resume, three references, the reference number, a daytime phone number, and email address and be received no later than the due date. You will automatically be disqualified for the position if the requested information is not included.

About the Office of the Secretary of Higher Education (OSHE)

“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 coordinates its implementation. OSHE is a fast-paced and entrepreneurial agency that strives to make the state’s vision for higher education a reality.

Job Description:

Under the direction of the Director of Communications, the Assistant Director of Communications will play a key role in a fast-paced and entrepreneurial agency that strives to make the state’s vision for higher education a reality. The Assistant Director of Communications will be responsible for the agency’s digital presence and assist in the development and implementation of an agency wide communications strategy for traditional media and digital platforms. This position will focus on managing and optimizing the agency’s social media, website, and other digital communications channels to effectively engage diverse audiences and amplify the agency’s priorities. Additionally, the Assistant Director will support the drafting of written communications, such as speeches, press releases, talking points and other materials and be comfortable to engage with reporters. The Office of the Secretary of Higher Education (OSHE) communicates with many diverse audiences, including state agency partners, legislative representatives, leadership of institutions of higher education, students, the general public, and the media. Thus, the chosen candidate must be a creative and strategic thinker with a keen attention to detail who is able to meticulously edit, fact-check and proofread public-facing communications materials. **This position is unclassified.**

Responsibilities

Responsibilities include, but are not limited to:

- Overseeing the day-to-day management of the agency’s digital platforms, including social media channels, the agency website, and campaign microsites.
- Creating and curating engaging multimedia content (e.g., videos, graphics, infographics) for the agency.
- Developing and maintaining an editorial calendar and tracking/reporting analytics to make data-driven recommendations for improving outreach and content strategy.
- Working with Director of Communications and agency staff to carry out communications and outreach, support and enhance public relations plans, and liaising with stakeholders as appropriate.
- Drafting and editing press releases, talking points, speeches, op-eds, public statements, slide decks, responses to media inquiries, etc. including conducting background research and working with agency staff to develop appropriate responses.
- Crafting responses for constituent inquiries and stakeholder comments, questions, concerns and general inquiries.
- Collaborating with agency staff on strategic outreach initiatives, including creating promotional materials and managing digital logistics for events.

Qualifications:

- Exceptional writing, editorial, and project management skills, with a proven ability to produce clear, concise, and compelling content across both digital and traditional platforms.
- Expertise in multimedia content creation, including video production, graphic design, and infographics, with the ability to translate complex ideas into engaging visual materials.
- Strong interpersonal skills with the ability to work independently and as part of a team, and experience with diverse stakeholder groups and cross-functional teams.
- Outstanding organizational and multitasking abilities, capable of managing multiple projects, priorities, and deadlines in a fast-paced environment.
- Familiarity with New Jersey's higher education landscape and/or government sector is preferred.
- Commitment and passion to the State Plan for Higher Education vision that every New Jersey resident, regardless of life circumstances, should have the opportunity to obtain a high-quality credential.

Requirements:

EDUCATION: Bachelor's degree in communications, journalism, marketing, digital media, or a related field.

EXPERIENCE: A minimum of three to five (3-5) years of experience in these or related fields. Experience in video production, graphic design, or social media management is highly valued. Bilingual in Spanish a plus.

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

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 position's essential duties.

Residency Requirement:

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.

Work Authorization: Applicants must be authorized to work in the United States according to the Department of Homeland Security, United States Citizenship and Immigration Services regulations. OSHE does not provide sponsorship or accept student OPT/CPT programs or F1 or H1B work authorization visas.

TO APPLY for this position:

Interested applicants that meet the requirements **must complete and return the Employment Application found here:** <https://www.nj.gov/csc/about/publications/forms/pdf/DPF-663.pdf>

and **send a cover letter (with the reference number, a daytime phone number, and email address), resume, and three references to:**

hr.oshe@oshe.nj.gov

or

Office of the Secretary of Higher Education

Attn: Patricia Lee

Director of Administrative Services

1 John Fitch Plaza, PO Box 542

Trenton, NJ 08625

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The Office of the Secretary of Higher Education is an Equal Opportunity/Affirmative Action Employer committed to the Americans with Disabilities Act. The Office of the Secretary of Higher Education participates in the New Jersey State As A Model Employer of Individuals with Disabilities Program (SAME Program).

SAME APPLICANTS: 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.