



**STATE OF NEW JERSEY**

In the Matter of Public Information  
Specialist, Digital Content Title  
Series

**FINAL ADMINISTRATIVE ACTION  
OF THE  
CIVIL SERVICE COMMISSION**

CSC Docket No. 2025-26

Request for Title Creation

**ISSUED: July 24, 2024 (SLK)**

The Division of Agency Services (Agency Services) requests the creation of the local government title series of Public Information Specialist, Digital Content.

Agency Services indicated that Monmouth County requested the creation of a local title series that includes the non-competitive title, Public Information Specialist Trainee, Digital Content and competitive titles, Public Information Specialist 1, Digital Content, Public Information Specialist 2, Digital Content, Public Information Specialist 3, Digital Content, and Public Information Specialist 4, Digital Content. It explained that the new local title series will be responsible for planning and executing the County's digital/social media campaign. This includes converting documents to digital content utilizing a digital content management system, producing video and multimedia content, monitoring and maintaining the website, preparing material to publicize programs and events, posting content to social media platforms, ensuring all information posted is valid and legal, *etc.* Further, Agency Services conducted a review to determine whether there were any existing titles in the current classification plan that would encompass the duties these positions would be responsible for performing, but there was not.

Accordingly, Agency Services recommends the establishment of the new Public Information Specialist, Digital Content title series, to include the following titles: Public Information Specialist Trainee, Digital Content; Public Information Specialist 1, Digital Content; Public Information Specialist 2, Digital Content; Public

Information Specialist 3, Digital Content; and Public Information Specialist 4, Digital Content. Additionally, it recommends that the trainee level be assigned to the noncompetitive division of the career service. In this regard, it stated that the title has been identified as appropriate for the noncompetitive division based on the criteria defined in *N.J.A.C.* 4A:3-1.2. Agency Services indicates that competitive testing for the trainee level is not practicable due to the knowledge, skills, and abilities associated with the job. Specifically, it states that this is an entry-level trainee title, and the knowledge, skills, and abilities associated with this title are essentially learned on the job.<sup>1</sup> All of the other titles in the series would be allocated to the competitive division of the career service. Finally, Agency Services requests that the effective date of this action be the beginning of the first pay period that follows the Civil Service Commission's (Commission) approval of these actions.

## CONCLUSION

*N.J.A.C.* 4A:3-3.6(a) states, in pertinent part, that the Commission may determine that a new title or title series is necessary. *N.J.A.C.* 4A:3-1.2(a) states that the Commission shall allocate and reallocate career service titles between the competitive and non-competitive divisions. *N.J.A.C.* 4A:3-1.2(c) states, in pertinent part, that a job title may be placed in the non-competitive division on an ongoing basis when it is determined that competitive testing is not practicable due to the nature of the knowledge, skills, and abilities associated with the job.

Based on the foregoing, ample reasons exist for the creation of the subject title series and the allocation of the Public Information Specialist Trainee, Digital Content title to the noncompetitive division of the career service. In this regard, that title is an entry-level trainee position. No experience is required as the skills required to perform the job are gained through on-the-job training. Given the lack of an experience requirement, competitive testing is not practicable since the knowledge, skills and abilities associated with this title are evaluated during the mandatory training period.

## ORDER

Therefore, it is ordered that this request be granted, and the local government titles of Public Information Specialist Trainee, Digital Content; Public Information Specialist 1, Digital Content; Public Information Specialist 2, Digital Content; Public Information Specialist 3, Digital Content; and Public Information Specialist 4, Digital Content be established. It is further ordered that the Public Information Specialist Trainee, Digital Content title be allocated to the non-competitive division of the

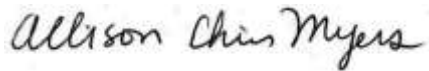
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<sup>1</sup> Although the job specification is impacted by Executive Order 327 to allow for experience at the forefront of the requirements, applicants can still meet the requirements for the title with just a Bachelor's degree.

career service. This action shall be effective the beginning of the first pay period following the issue date of this decision.

This is the final administrative determination in this matter. Any further review should be pursued in a judicial forum.

DECISION RENDERED BY THE  
CIVIL SERVICE COMMISSION ON  
THE 24<sup>TH</sup> DAY OF JULY, 2024



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