



NEW JERSEY DEPARTMENT OF STATE

NOTICE OF JOB VACANCY

POSTING: #STA-2024-007	OPEN TO: State Employees and General Public
ISSUE DATE: March 1, 2024	CLOSING DATE: March 29, 2024
TITLE: Tourism Representative 2 Range P23/Title Code 55593	SALARY: \$65,748.43- \$93,268.09
DIVISION: Travel and Tourism	Location: Trenton, NJ

DEFINITION: Under direction of a supervisory official, in the Department of State, or within a local jurisdiction, identifies events and activities to promote the natural attraction, recreational, cultural, tourist, and historic areas of the state or a local jurisdiction in order to attract visitors and promote travel and recreation within and outside the state or within a local jurisdiction by its residents; does related work as required.

RESPONSIBILITIES:

- Creative self-starter and passionate about social media and short-video formats while being proficient across social platforms, including Instagram and YouTube; demonstrating effective project management from initiation through delivery.
- Creates original photo and video content for social media platforms (including but not limited to Instagram), delivering engaging and knowledgeable visitor information about New Jersey, in a way that encourages audiences to consider planning a visit, adding to their already-planned itinerary or sharing with family/friends who may have interest.
- Gathers engagement and audience data provided by social media platforms, analyzes for trends and opportunities and reports insights to marketing team to understand performance and growth metrics to adjust creative for optimizing posts.
- Work in tandem with the website agency of record as well as SEO and performance to ensure integration of content across all NJTT owned channels.
- Create new and develop existing social media influencer relationships (paid and unpaid), podcasts, etc. supporting marketing strategies. Qualify and engage with social influencers (paid and unpaid), identify and execute opportunities for content/audience alignment, host strategically selected influencers and timely report analytics to team, partners.

NOTE: College transcripts must be submitted with your resume. Failure to comply with requirements may result in ineligibility. All foreign degrees and/or transcripts from a college or university must be evaluated for accreditation by the closing date of the posting

REQUIREMENTS

NOTE: Applicants must meet one of the following or a combination of both experience and education. Thirty (30) semester-hour credits are equal to one (1) year of relevant experience.

Six (6) years of professional experience in public relations, advertising or promotional activities relating to the tourism and travel industry including contacts with tourist, travel, motel/hotel and convention trade associations utilizing all forms of media (TV, radio, print and electronic).

OR

Possession of a bachelor's degree from an accredited college or university; and two (2) years of the above-mentioned professional experience.

OR

Possession of a master's degree in Journalism, Public Relations, or a closely related field from an accredited college or university; and one (1) year of the above-mentioned professional experience.

NOTE: "Professional experience" refers to work that is creative, analytical, evaluative, and interpretive; requires a range and depth of specialized knowledge of the profession's principles, concepts, theories, and practices; and is performed with the authority to act according to one's own judgement and make accurate and informed decisions.

LICENSE: Appointee 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 duties of the position.

IMPORTANT NOTICE

RESIDENCY LAW: Pursuant to N.J.S.A. 52:14-7 (L.2011, Chapter 70), also known as the "New Jersey First Act," which became effective September 1, 2011, all persons newly hired by the Executive Branch on or after that date shall have one year from the date of employment to establish, and then maintain principal residence in the State of New Jersey. New Jersey State employees hired prior to September 1, 2011 who transfer from within the Executive Branch or from another State of New Jersey appointing authority without a break in service greater than seven days but who reside outside the State of New Jersey are not required to change their principal residence to New Jersey in order to comply with the act.

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: SAME@csc.nj.gov, or call CSC at (833) 691-0404.

AUTHORIZATION TO WORK: Selected candidate must be authorized to work in the U.S. According to Department of Homeland Security, U.S. Citizenship and Immigration Services regulations. The State of New Jersey does not provide sponsorships for permanent residency to the United States or work visa.

FILING INSTRUCTIONS

APPLICANT INFORMATION: Forward a cover letter, resume, unofficial transcripts and employment application electronically to: Employment.Recruiter@sos.nj.gov by 5:00pm on the closing date. You must include the Job Posting #, and Last Name in the subject line of your email. Employment Application can be found here <https://www.nj.gov/csc/about/publications/forms/pdf/DPF-663.pdf>. Failure to provide all application materials requested may result in your ineligibility.

RESUME NOTE: Eligibility determinations will be based upon information presented in resume only. Applicants who possess foreign degrees (degrees earned outside of the U.S.) are required to provide an evaluation indicating its U.S. equivalency prior to the closing date. Failure to do so will result in your ineligibility.

The New Jersey Department of State is an Equal Opportunity Employer