

Content Development Specialist

at NJ Office of Innovation
Flexible Location

Our Team

The State of New Jersey Office of Innovation is looking for diverse and experienced team members to deploy world-class innovative and digital services that solve pressing public interest challenges for the people of New Jersey. We use data-driven, agile, and human-centered and equitable design practices to deliver innovative solutions involving tech, talent, process, and policy with the support of Governor Murphy and his Administration, the Chief Innovation Officer Beth Simone Noveck, and other senior leadership.

Our team operates as a startup within government, and our team members wear many hats, contributing to both the execution of core projects and the evolution of the Office of Innovation. We kickstart new initiatives and assist teammates and partners when urgent challenges arise. We use data and modern research, design, and development methods to inform our decision making, and we collaborate with stakeholders within and outside of government to understand and solve challenges. To learn more about the New Jersey Office of Innovation, visit our [about us](#) page. If you have any questions, please contact us at team@innovation.nj.gov.

Content Development Specialist

The New Jersey State Office of Innovation is seeking to hire a content specialist to support efforts to provide New Jerseyans and Garden State businesses with timely, accurate, and accessible information through numerous digital channels. This role will be an integral component of the teams working to manage and advance the COVID-19 Information Hub (covid19.nj.gov), Business.NJ.gov, and several other public information initiatives. The content specialist will lead on researching, writing, and editing the content necessary to communicate with millions of people each week.

We are seeking someone passionate about ensuring that residents have access to reliable and accessible information about vital programs, services, and news relevant to living, working, and raising a family in New Jersey.

This cross-team role will report to the Office of Innovation's chief of staff, and collaborate closely with communications, product, design, engineering, and policy talent across the Office of Innovation and New Jersey State government. You should be comfortable working in a startup environment where you think independently and operate with a high degree of autonomy, with a keen awareness of the importance of appropriate relationship management.

This is a full-time role with flexible work location.

As part of the Office of Innovation team, you will:

1. Craft thoughtful and accessible written content for web-based audiences on a wide variety of topics, including public health guidance, benefits and assistance programs, business development, and grant opportunities. This will include:
 - Transforming technical language from press releases, legislation, and other policy documents to ensure that information is easily understood by a general public audience, while ensuring that the meaning and intent of language is preserved
 - Consolidating information from different sources and restructuring content in ways that meet the needs of our users
 - Drafting new language to promote and describe new programs and policies
 - Coordinating drafts and reviews with other State agencies
 - Incorporating user feedback into content development
2. Assist in the coordination and management of all content development and publication
3. Monitor traditional communication channels from New Jersey departments and agencies, including websites, social media, and press releases, and identify stories that may be relevant for the COVID-19 Information Hub and Business.NJ.Gov
4. Research the details of various policies, programs, legislation, and other government documents
5. Identify articles to add, update, or delete on web-based assets run by the Office of Innovation
6. Update websites managed by the Office of Innovation to ensure that rapidly changing information is quickly available to users, and provide recommendations for how to improve structure, style, or management of websites
7. Track data and analytics on website usage using google analytics and other tracking tools
8. Model user-centric content development processes
9. Conduct other duties as needed

You should possess the following:

- Bachelor's degree (or equivalent experience) and 1-3 years of relevant work in journalism, communications, writing, marketing, communications, government, and/or related fields
- Excellent writing, editing, and communication skills, particularly for a digital-first audience
- Self-motivation and a passion for mission-driven work and a desire to make a positive impact in the lives of New Jerseyans
- An impeccable attention to detail
- Deep commitment to equity and inclusivity
- Comfort with reading and understanding complicated legal and government documents
- Familiarity with content management systems for updating websites
- Collaborative spirit and openness to iterative content-development process

Compensation: Dependent on experience

The New Jersey Office of Innovation is proud to be an equal opportunity employer

We are deeply committed to the principles of equity, diversity, and inclusiveness and seek to create a pluralistic community for all.

We strongly encourage people of color, members of racial and ethnic minority groups, women, LGBTQI+ people, those with disabilities, and Veterans to apply. We are committed to building a team that is reflective of New Jersey's incredible diversity.

We do not discriminate against any candidate because of color, race, age, religion, sex, gender identity or expression, sexual orientation, membership in an employee organization, pregnancy, marital status, status as a parent, ancestry, national origin, disability (physical or mental), family medical history or genetic information, political affiliation, military service, retaliation, or other non-merit based factors.

Eligibility

You must be authorized to work in the United States. Candidates may be required to pass a background check and complete additional steps as part of the application and onboarding process. You will be considered an "at-will" employee, meaning both employer and employee have the right to terminate employment with or without cause or notice.