



CITY OF JERSEY CITY
DEPARTMENT OF ADMINISTRATION
DIVISION OF HUMAN RESOURCES

CITY HALL | 280 GROVE STREET | JERSEY CITY, NJ 07302
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Job Opening
Public Information Assistant

Department: Health and Human Services

Division: Community Relations and Social Services

Exempt/Non-Exempt: Exempt

Union/Management: Management

Full-Time/Part-Time/Seasonal: Full-Time

Workweek: 40 hours/weeks

Salary: \$41,600 - \$46,000. Competitive Jersey City retirement and health benefits package available, including pension, dental, medical, prescription, FSA (flexible spending account), life insurance, etc.

The City of Jersey City is looking for a Public Information Assistant. Under management direction, does the work involved in helping to collect, put into proper form, and disseminate informative materials including audio and visual communications designed to aid the public information and publicity program of the unit or jurisdiction concerned; does related work as required.

Job Duties:

- Takes clinical guidance from federal/state/world organizations to interpret clinically and translate information for the citizens of Jersey City.
- Helps enhance knowledge of community health and equity.
- Update the Healthier JC website with new blog content.
- Helps gather informative materials concerning the current and proposed programs of the unit or jurisdiction and assists in the work involved in putting the data collected into usable forms.
- Assists in writing scripts for radio and television presentations such as spot announcements, cooperative broadcasts, or educational programs, as well as work involved in the preparation and distribution of news stories, bulletins, pamphlets, circulars, and other informational materials designed to acquaint the general public with the functions, aims, programs, regulations, policies, and procedures of the unit or jurisdiction.
- Helps compile materials to be used in-house, such as papers and bulletins designed for employees of the unit or jurisdiction.
- Helps prepare posters, charts, graphs, exhibits, and other visual aid materials.
- Assists in the work involved in collecting, compiling, and tabulating statistical and other information.

**Please note, this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.*

Required License: Must possess a valid New Jersey Driver's License. Must have a car for mobility to perform the essential duties.

The City of Jersey City is an Affirmative Action/Equal Employment Opportunity Employer and complies with all applicable federal and state laws, rules and regulations relating to anti-discrimination and anti-harassment.

Required Experience: One (1) year of experience in work involving the collection, analysis, and dissemination of information in the field of news media and/or public relations, publicity, and/or advertising.

Preferred Experience: A minimum of (3) three years of experience as a social media editor or similar. Familiarity with all major social media platforms including Twitter, Facebook, and Instagram.

Preferred Education/Skills/Qualifications:

- Bilingual candidate preferred (Spanish).
- NJ Drivers license a plus.
- Bachelor's degree in public health, health education, life sciences or related concentration preferred.
- Experience in health advertising, marketing or health communications preferred.
- Clinical experience a plus, as content for publication requires interpreting through lens of public health.
- Good knowledge of social scheduling and analytics tools such as Hootsuite, Google Analytics, Buffer and Airtable.
- Strong design knowledge and proficiency in design tools such as Adobe Illustrator, Photoshop and Canva is advantageous.
- Exceptional oral and written communications skills.
- Highly engaging, versatile, and adaptable.
- The ability to keep up with industry trends and new social networks.

Essential Skills:

- Knowledge of methods and techniques involved in collecting and analyzing factual data and its interpretation and publication through print, radio, and television media.
- Knowledge of rules, regulations, policies, procedures, programs, and methods of the department and their application to specific cases after a period of training.
- Knowledge of modern public information and advertising techniques and devices.
- Knowledge of the conventions and the form and style required for press releases for print, radio, and television.
- Knowledge of the sources from which significant information may be obtained.
- Ability to prepare and assist in preparing informative articles and news releases for publication via the media of print, radio, and television.
- Ability to review and edit written material and to proofread copy.
- Ability to give talks before groups of varied ages.
- Ability to promote cooperation with the aims of the department.
- Ability to utilize available media for the dissemination of news and information.
- Ability to maintain essential records and files.

This is a Civil Service position, and, if applicable, you will eventually need to qualify for the applicable Civil Service title.

To apply for this job with the City of Jersey City, please fill out our [Employment Application](#).

Please note that this role is subject to the residency requirements set forth by [NJ First Act](#).

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