

**Position Description**  
**Communications Specialist**  
**New Jersey Sea Grant Consortium (NJSGC)**

**Position Description:**

New Jersey Sea Grant Consortium (NJSGC) is seeking candidates for the position of Communications Specialist to lead day-to-day public relations and communications needs. Tentative start date is on or about August 15, 2014.

**Position Overview and Objectives:**

The primary objective of the Communications Specialist is to achieve visibility for the NJSGC and enhance awareness of New Jersey marine and coastal affairs. The Specialist supports all NJSGC departments (Extension, Education, Administration, Research and Communications) with writing, publishing, editing and other communications needs. The Communications Specialist will also interact, collaborate and communicate with NOAA, the National Sea Grant College Program, the National Sea Grant library, state and federal legislators, each state Sea Grant program and various environmental, academic and research groups statewide.

**Responsibilities:**

- Conceptualize and prepare publications and marketing materials (newsletters, fact sheets, brochures, posters, displays, web pages, case studies, position papers, articles, media releases, social media posts, etc.) for a wide and diverse audience including researchers, educators, students, the media, legislators and the general public.
- Generate and manage press coverage for the NJSGC. Identify, prepare and publish “stories” based on activities in each programmatic area of the NJSGC.
- Oversee NJSGC’s digital communications including web and social media.
- Represent NJSGC at conferences and workshops.
- Develop and maintain working relationships with the media, NJSGC’s membership and researchers, and state, county and federal agencies and non-governmental organizations.
- Manage the NJSGC brand, both internally and externally. Ensure that the organization has a clear and consistent voice.
- Assist staff in the development of presentations for meetings, seminars, speeches, special events, legislative communications, etc.
- Contribute to strategic planning and program evaluation.
- Contribute to the development of grant proposals and support other fund-raising efforts.
- Supervise Communications support staff.
- Serve as editor and lead copywriter for NJSGC quarterly newsletter, the COASTodian. Prepare articles for external publication.
- Prepare NJSGC annual report.

**Qualifications:**

- A B.A. /B.S. (minimum) or M.A. /M.S. in communications or journalism (or related field) and a minimum of three year’s work experience in journalism/communications.
- Exceptional writing, editing and proofreading skills including the ability to summarize complex or technical content in understandable terms for non-science audiences.

- Fluent in English with excellent capabilities in grammar, spelling and punctuation.
- Proficient in Microsoft Office, including Word, Excel and PowerPoint. Knowledge of graphic design and design programs (Quark, Photoshop) helpful.
- Experience with writing and developing content for the Web. Experience in Word Press preferred.
- Ability to multitask; be detail-oriented, flexible, creative and a self-starter.
- Knowledge of grant writing.
- Successful track record of working with the media and writing for a range of marketing and communications applications.
- Knowledge of and interest in New Jersey's and the surrounding region's marine and coastal environment and affairs.
- Demonstrated ability to work in a fast-paced, deadline driven environment.

The incumbent will be an employee of the NJS GC and report to NJS GC's offices on Sandy Hook, NJ. This position is funded by the National Sea Grant Programs and is dependent on the continuation of NJS GC Sea Grant award. Position is based on a 40 hour week, however non-standard hours are occasionally required including weekends.

**Compensation:** Compensation will be competitive and based on the candidate's experience and skills. This is a full-time, salaried position and includes NJS GC's benefits package. Occasional weekend and evening hours may be required.

**To Apply:** Qualified candidates should submit a cover letter of interest with salary requirements, a resume detailing qualifications and relevant experience, and three writing samples (no more than five pages, preferably published works) and names and contact information for 3 references (including emails) to NJS GC in care of:

Human Resources Manager  
New Jersey Sea Grant Consortium  
22 Magruder Road  
Fort Hancock, NJ 07732  
dmeehan@njseagrant.org

*Submission of application materials is by email only.*

The New Jersey Sea Grant Consortium is an Equal Opportunity Employer. Proper documentation of identity and employability required at the time of employment.