

Job Title: Part-Time Communications Specialist

Location: Borough of Matawan, New Jersey

Job Description:

We are seeking a skilled and experienced Communications Specialist to join the Borough of Matawan's community engagement team. As a Communications Specialist, you will play a key role in developing and implementing effective communication strategies to engage with residents, stakeholders, and the community at large.

Responsibilities:

1. **Strategic Communication Planning:** With the Director of Community Engagement, develop and execute comprehensive communication plans to promote municipal initiatives, events, and services to residents and stakeholders.
2. **Content Creation:** Create compelling and informative content for various communication channels, including press releases, newsletters, social media posts, website content, and promotional materials.
3. **Digital Marketing:** Manage and update the municipality's social media platforms, website, and other digital communication channels to ensure consistent and engaging content.
4. **Community Engagement:** Facilitate community engagement initiatives, such as public forums, surveys, and outreach programs, attend events as a Matawan representative and take photos, and to gather feedback and promote transparency.
5. **Brand Management:** Maintain and uphold the municipality's brand identity and messaging across all communication materials and platforms.
6. **Collaboration:** Collaborate with internal departments, elected officials, volunteers, and external partners to align communication efforts and support overall organizational goals.

Qualifications:

- Associate or Bachelor's degree in communications, public relations, journalism, or a related field is preferred.
- Proven experience in strategic communications, public relations, or related roles, preferably in a government or municipal setting.
- Strong writing, editing, and proofreading skills with attention to detail.
- Proficiency in digital communication tools and platforms, including social media management, content management systems (CMS), and email marketing software.
- Excellent interpersonal and relationship-building skills.
- Ability to work under pressure, handle multiple projects simultaneously, and meet deadlines.
- Knowledge of municipal operations, policies, and community engagement practices is a plus.

Benefits:

- Hourly Wage: \$15 to \$30, commensurate with experience and qualifications
- Meaningful work contributing to the well-being and development of the local community.
- Collaborative and supportive work environment.
- Opportunities for professional development and career growth.
- Flexible work schedule.

If you are a strategic communicator with a passion for engaging with diverse audiences and promoting civic engagement, we invite you to apply for the Communications Specialist position. Interested candidates are encouraged to submit a cover letter, resume, and professional references to Ryan

Michelson, Borough Administrator, Matawan Borough, 201 Broad Street Matawan, New Jersey 07747, or e-mail: ryan.michelson@matawanborough.com no later than 10:00 AM, May 9, 2024. The Borough reserves the right to conduct interviews prior to May 9, 2024, as qualified candidates are identified. All Application materials are deemed confidential to the extent permitted by applicable law. The Borough of Matawan is an Equal Opportunity Employer.