

NOTICE OF VACANCY
State of New Jersey
Higher Education Student Assistance Authority
Quakerbridge Plaza
Trenton, NJ 08625

NOTE: EXTENDED CLOSING DATE
(If you already applied for this position you do not need to reapply)

ISSUE DATE: September 6, 2022 **CLOSING DATE FOR**
ACCEPTING RESUMES: October 31, 2022

TITLE: Program Officer, Student Assistance - Outreach & Communications
 (Unclassified)
 2 Positions

SALARY: \$65,175.87 - \$92,525.88 (R-24)

LOCATION: Higher Education Student Assistance Authority
 Quakerbridge Plaza
 Trenton, NJ 08625

DESCRIPTION

Under the general direction of the Associate Director of Outreach & Communications, the individual in this position is responsible for serving as the primary liaison between HESAA and businesses and community-based organizations across New Jersey. This position is responsible for all phases of the development and implementation of a strategic plan to represent HESAA and expand its reach, in order to educate New Jersey residents about HESAA's products and services that provide access to and improve the affordability of postsecondary education.

Responsible for formulating informational campaigns targeted to multiple constituency groups, including employers, throughout New Jersey. Plans events, coordinates workshops, and corresponds with students, families, and local community leaders/officials.

Supervises and coordinates some team members who create and deliver virtual and on-site presentations for external stakeholders, including business and community-based organizations.

Required to perform extensive travel throughout the state and must be able to maintain flexible work hours, with occasional evening and weekend responsibilities. Business travel is reimbursed under State policy.

Employees in this role may be eligible for the Telework Pilot Program (July 1, 2022 through June 30, 2023) consisting of up to two (2) days per calendar week after completing a four (4) month working test period following start date.

REQUIREMENTS

Education: Graduation from an accredited college or university with a Bachelor's degree. Applicants who do not possess the required education may substitute additional experience as indicated on a year-for-year basis.

Experience: At least three (3) years of experience in business-to-business or community stakeholder outreach. Must have a proven track record of developing and implementing time-sensitive outreach campaigns with both targeted and broad messaging. Must understand the roles and impact of community, faith-based, and non-profit organizations. Must possess the ability to identify mission-compatible businesses and organizations and develop partnerships with same. Strong analytical, written, and presentation skills are required, including proficiency with Microsoft Office products. Must be a self-starter. Experience with financial literacy and/or student financial aid programs is a plus.

Residency Requirement: 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.

Note: Per Executive Order #253, all state employees are required to be vaccinated for COVID-19 by October 18, 2021 or undergo frequent COVID testing. Please do not submit your vaccine card at this time.

INTERESTED CANDIDATES SHOULD EMAIL A COVER LETTER (REFERRING TO POSITION TITLE) AND RESUME TO HR@HESAA.ORG