

Job Title: Digital Content & Communications Manager**Location:** Hartford, CT (Hybrid)**Agency:** Office of the Connecticut State Treasurer**Employment Type:** Full-Time | Exempt**About the Role**

The Connecticut Office of the State Treasurer is seeking a creative, strategic, and detail-oriented **Digital Content & Communications Manager**. This individual will report to the Director of Communications for the Office of the Treasurer and help to develop and implement a comprehensive internal and external communications strategy in support of the agency's mission and in service to Connecticut residents.

This position is ideal for a versatile communicator with **strong writing and digital design skills**, a keen visual eye, and a deep understanding of social media strategy, photography, videography, and storytelling.

Key Responsibilities

Under the direction of the Communications Director, the Digital Content & Communications Manager will support the execution of a comprehensive, agency-wide communications and public engagement strategy by:

- **Planning, creating, and managing organic social media content** across multiple platforms, including developing visual assets (graphics, video, photography) and crafting engaging posts aligned with the agency's tone and goals.
- Managing and regularly updating content on the agency's **internal and external websites**, ensuring accurate, accessible and timely information.
- Monitoring, measuring and reporting on social media activity and traditional media coverage affecting the agency.
- Drafting, editing and distributing **press releases, media advisories, speeches, talking points, and public statements** on behalf of the Treasurer and other agency leaders.
- Coordinating media relations activities, including **fielding press inquiries**, building relationships with reporters, and supporting press events and public appearances.
- Supporting the development of **reports, publications, newsletters, official correspondence**, and presentation materials.

Required Qualifications

- Minimum **3 years** of experience in a public relations or marketing agency, government, nonprofit, or corporate communications role.
- **Exceptional writing, editing, and proofreading skills**, with the ability to translate complex policy or financial topics into clear and engaging content.
- Demonstrated experience in **developing organic social media content**, including photography, videography, and creative design.
- Proficiency in **digital creative tools** such as Canva, Adobe Creative Suite, or similar software.
- Excellent project management and critical thinking skills, with attention to detail.
- Ability to thrive in a team environment.

Preferred Qualifications

- Experience working in or with **state government**, particularly in finance, policy, or legislative communications.
- Familiarity with the **Connecticut legislative process** and political environment.
- Existing relationships with **Connecticut journalists and media outlets**.
- Experience with **digital advertising** and media placement strategies.
- Knowledge of **analytics platforms** (e.g. Meta Insights, Google Analytics, Buffer/Hootsuite).

About the Connecticut Office of the Treasurer

The Connecticut State Treasurer serves as the chief fiduciary for six state pension funds and nine trust funds, overseeing a range of responsibilities including investments, cash management, and debt management. The Office safeguards the state's financial resources with a commitment to transparency, equity, and fiscal responsibility.

To Apply

Interested and qualified candidates are invited to submit a resume and cover letter to Brett Cody (brett.cody@ct.gov) with a subject line referencing “Digital Content & Communications Manager”

AN AFFIRMATIVE ACTION/EQUAL OPPORTUNITY EMPLOYER

The State of Connecticut is an equal opportunity/affirmative action employer and strongly encourages the applications of women, minorities, and persons with disabilities.