

**Mississippi Department of Mental Health  
Bureau of Outreach, Planning and Development  
239 North Lamar Street  
1101 Robert E. Lee Building  
Jackson, MS 39201**

### **Public Relations Specialist II**

This position is in the Mississippi Department of Mental Health's Office of Planning and Communications and reports to the Director of Planning and Communications. This position works within the agency on various internal and external communication efforts to help further the mission and goals of the agency. This position will have a focus on writing and editing content to be utilized in internal and external newsletters, press releases, the DMH web site, and other publications or documents within the agency. This position acts as a primary contact for media relations, including writing and distributing press releases and columns to local and statewide media and responding to media inquiries in a timely manner. This position serves as a spokesperson for the agency and promotes and maintains contact with representatives of the media. This person serves as the primary contact for public records requests and tracks media coverage related to the agency. This position assists with regular updates to the agency web site and intranet, planning and developing social media messaging, graphics, and other outreach efforts. Duties may also include photography, videography, and photo/video editing as needed at events and for awareness campaigns and other outreach activities, or other assignments as needed. This position maintains contact and works with DMH Bureaus and Programs to identify and promote relevant information about services and activities through internal and external communications. This includes but is not limited to: recovery/resiliency activities, workforce development, alcohol and drug services, children and youth services, adult services, services and activities at all DMH programs, and partnerships and initiatives with other state agencies. This position assists and works with DMH Bureaus and Programs as needed to develop documents and distribute them through the appropriately identified channels. This position fosters relationships with advocates, stakeholders, and others.

#### **EXPERIENCE/EDUCATIONAL REQUIREMENTS:**

A Bachelor's Degree and up to two (2) years of experience is required.

#### **Preference will be given to those with:**

- ❖ Experience working with members of the news media and responding to media inquiries
- ❖ Proven experience as communications specialist, such as in fields like journalism, marketing, or public relations
- ❖ Experience in graphic design, publication layout, web design, and content production is a plus
- ❖ Experience in managing an organization's social media presence is a plus
- ❖ Working knowledge about the Mississippi Department of Mental Health
- ❖ Strong organizational skills
- ❖ Strong writing and editing skills
- ❖ Experience presenting to groups or organizing outreach campaigns and initiatives
- ❖ Experience organizing press conferences
- ❖ Experience developing communication strategies
- ❖ Experience developing outreach materials like newsletters, brochures, and graphics
- ❖ Working knowledge of Microsoft Office

**Starting Salary:** \$43,509.31 - \$57,105.97

**Deadline to apply: October 14, 2022**

Interested applicants must complete the application process through the Mississippi State Personnel Board at [www.mspb.ms.gov](http://www.mspb.ms.gov). Instructions are detailed in the Job Seekers tab. This employment opportunity will appear in the Job Openings section on the site. Please submit a resume with your application.

If you have questions, please contact Toni Johnson at the MS Department of Mental Health 601-359-6244 or via e-mail at [Toni.Johnson@dmh.ms.gov](mailto:Toni.Johnson@dmh.ms.gov).