



## MISSISSIPPI STATE DEPARTMENT OF HEALTH

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### **Public Relations Specialist**

The Mississippi Department of Health is seeking a skilled and strategic Public Relations Specialist III to join our team. The successful candidate will play a key role in developing and implementing public relations strategies to enhance the department's public image, communicate health initiatives, and engage with the community. This position requires a strong understanding of public relations principles, excellent communication skills, and the ability to collaborate with internal and external stakeholders.

The Mississippi State Department of Health's (MSDH) mission is to protect and advance the health, well-being, and safety of everyone in Mississippi. Come join our dedicated and mission-driven team, and you will enjoy excellent benefits and work/life programs, a superior retirement package, and the chance to see how your work directly improves the health of our state. MSDH has achieved Public Health Accreditation Board (PHAB) accreditation, distinguishing it as a top health department, and prides itself on providing a diverse and inclusive work environment with opportunities to grow and develop professionally.

### **Responsibilities:**

#### **Media Relations:**

- Cultivate and maintain positive relationships with media outlets, journalists, and influencers.
- Draft press releases, media advisories, and other communications materials to promote departmental activities, announcements, and public health campaigns.
- Coordinate and facilitate media interviews and briefings for departmental spokespersons.

#### **Public Outreach and Engagement:**

- Develop and execute outreach campaigns to engage the community and raise awareness of public health initiatives.
- Collaborate with community organizations, advocacy groups, and government agencies to foster partnerships and support for health programs.

#### **Content Creation:**

- Create compelling and informative content for various channels, including press releases, website content, social media, and other communication platforms.
- Collaborate with internal teams to develop content that effectively communicates complex health information to diverse audiences.
- Collaborate with the social media team to create engaging content that aligns with public relations goals.

- Work closely with internal departments, external partners, and community stakeholders to ensure a coordinated and consistent approach to public relations efforts.
- Participate in cross-functional teams to support integrated communication initiatives.

**Qualifications:**

- Bachelor's degree and 3-4 years of experience required, preferably in Public Relations, Communications, Journalism, or related field.
- Proven experience in public relations, media relations, or a related field.
- Excellent written and verbal communication skills.
- Strong interpersonal skills and the ability to build and maintain relationships with diverse stakeholders.
- Crisis communication experience is a plus.
- Familiarity with social media platforms and digital communication strategies.
- Ability to work collaboratively in a team and independently when necessary.
- Knowledge of public health issues is desirable.

**Starting Salary Range: \$66,944.47 - \$70,291.69** (based on education and experience)

**Location: Hinds County**

**State Employee Benefits include:**

- Comprehensive benefits package, including: 10 paid holidays; medical, dental, and vision coverage; disability insurance; life insurance.
- Training, development, and promotional opportunities
- A guaranteed pension plan, via Public Employees Retirement System
- Opportunities for Public Service Loan Forgiveness Program for eligible workers
- Commitment to diversity, inclusion, equity, and a welcoming environment. Affirmative action commitment.

**How to apply:** Interested applicants should submit: 1) Cover letter indicating the title and location(s) for the area in which he/she is applying; 2) State of Mississippi Employment Application (<http://www.mspb.ms.gov/media/6595/application%20word%20template.pdf>) and resume to: [Lauren.Hegwood@msdh.ms.gov](mailto:Lauren.Hegwood@msdh.ms.gov)

**[Cover letters and applications should be submitted no later than Friday, January 26, 2024.](#)**

To learn more about the Mississippi State Department of Health, please visit our website at <http://www.msdh.state.ms.us>.