



MISSISSIPPI
DEPARTMENT OF
EDUCATION

CAREER OPPORTUNITY

PUBLIC RELATIONS SPECIALIST I (2 Vacancies) **(TEACHER RECRUITER)** OFFICE OF COMMUNICATION AND GOVERNMENT RELATIONS NON-STATE TIME LIMITED

Salary Range: \$33,600.00 – \$42,000.00

Salary will be negotiable and commensurate with experience.

The Mississippi Department of Education (MDE) is seeking Public Relations Specialist I (Teacher Recruiter) for the Office of Communications and Government Relations to help implement a statewide teacher recruitment campaign that advances MDE's key goals and initiatives to ensure every school has effective teachers and leaders.

This position is a First-level Public Relations professional accountable for conducting basic research to identify public information needs in order to draft relevant and routine agency communications (letters to constituents, press releases, etc.) for distribution, and provide relevant informational services to the public. Employees at this level follow specific guidelines in doing clearly defined tasks and procedures (e.g., standard presentations for the public) that relate to non-controversial, straightforward matters.

RESPONSIBILITIES:

The ideal candidate will promote the teaching profession among students, young adults, and professionals considering a new career at college fairs, presentations, and workshops throughout the state.

Other responsibilities may include but are not limited to:

- Promoting the teaching profession among students, young adults, and professionals considering a new career at college fairs, career fairs, presentations, and workshops throughout the state
- Recruiting and training current and future educators to serve as workshop presenters, ambassadors at recruitment events and advisory board members
- Develop and disseminate marketing materials and web and social media content, including inspirational teacher stories, that support teacher recruitment campaign
- Planning and hosting virtual recruitment events with education preparation providers



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- Offering statewide technical assistance and workshops to students and adults interested in learning how to become a teacher
- Setting up and staffing branded marketing booth to attract and inspire future educators
- Organizing travel to outreach events across the state
- Documenting marketing and outreach activities
- Helping develop program budget, managing purchasing process, and tracking spending
- Managing inventory of promotional items, ensuring items reach target audiences
- Researching innovative materials, programs, and other ways to interact with and engage students
- Developing partnerships with key staff members at each Mississippi education preparation provider to stay up to date on educator pathways and to refer potential program candidates
- Evaluating effectiveness of marketing strategies and identifying new marketing tactics and trends

SPECIAL QUALIFICATIONS:

- Experience in marketing and recruitment and/or classroom teaching
- Experience in social media strategy, including content creation and design, management, and analytics
- Exceptional verbal communication skills
- Strategic thinking and problem-solving skills
- Ability to work independently and be a self-starter, while collaborating with others on meeting common goals
- Ability to travel regularly and a willingness to work some nights and weekends

EXPERIENCE/EDUCATION REQUIREMENTS:

Typically requires a Bachelor’s Degree from an accredited four-year college or university in Communication, Public Relations, Marketing, Education, or a related field.

APPLY 

- Visit [Mississippi State Personnel Board](#) to apply
- Deadline: July 5, 2022

BENEFITS 

- mdek12.org/OHR/MDE-Employee-Benefits

INQUIRIES 

- Corie Jones
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