



MISSISSIPPI
DEPARTMENT OF
EDUCATION

CAREER OPPORTUNITY

PUBLIC RELATIONS SPECIALIST TEAM LEAD

COMMUNICATION AND GOVERNMENT RELATIONS

NON-STATE; TIME LIMITED

Salary Range: \$74,308.36 - \$107,282.00

Salary will be negotiable and commensurate with experience.

The Mississippi Department of Education (MDE) is seeking a Public Relations Team Lead for the Office of Communication and Government Relations.

RESPONSIBILITIES:

- Lead creative marketing projects and campaigns that build awareness about MDE's key goals and initiatives.
- Research and analyze audience need to develop creative strategy and campaigns.
- Partner with internal communication staff and program offices to develop and execute creative projects and content.
- Create content for news releases, presentations, social media, and websites.
- Manage MDE's graphic design projects and ensure materials adhere to brand standards.
- Create informational and storytelling videos that advance communication goals.
- Collaborate with web designer to design easy-to-use and visually appealing agency website.
- Respond to media and public information requests.
- Participate in the planning and implementation of agency's overall communication strategies and public information activities.
- Manage staff, contractors, and vendors who develop creative material.
- Manage design and content of communication campaign-related websites.

SPECIAL QUALIFICATIONS:

- Expertise in social media strategy, including content creation, management, and analytics
- Strategic thinking and problem-solving skills
- Teamwork and the ability to lead and motivate staff to produce high-level, brand-driven content
- Technological ability to work on a variety of digital platforms and create web and mobile content



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359 North West Street | Jackson, MS | 39205-0771 | Hinds County | mdek12.org
Mississippi Department of Education is an Equal Opportunity Employer

EXPERIENCE/EDUCATION REQUIREMENTS:


Typically requires a Bachelor's Degree and 5+ years of experience.

APPLY 

- Visit [Mississippi State Personnel Board](#) to apply
- Deadline: February 15, 2023

BENEFITS 

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

INQUIRIES 

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