

**CAREER OPPORTUNITY  
MISSISSIPPI DEPARTMENT OF EDUCATION  
359 North West Street  
P. O. Box 771  
Jackson, Mississippi 39205-0771  
Hinds County**

**POSITION ANNOUNCEMENT**

**PUBLIC RELATIONS SPECIALIST I (TEACHER RECRUITER)  
OFFICE OF COMMUNICATIONS AND GOVERNMENT RELATIONS  
(NON-STATE; TIME-LIMITED)**

**Salary Range: \$33,600.00 - \$42,000.00**

[View Benefits](#)

The Mississippi Department of Education (MDE) is seeking a Public Relations Specialist I (Teacher Recruiter) in 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.

**RESPONSIBILITIES MAY INCLUDE, BUT ARE NOT LIMITED TO THE FOLLOWING:**

- 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
- Setting up and staffing branded marketing booth to attract and inspire future educators
- Organizing travel to outreach events across the state
- Recruiting and training current and future educators to serve as workshop presenters, ambassadors at recruitment events and on advisory boards
- Researching cutting-edge materials, programs, and other ways to interact with and engage with students
- Working with communication team to develop and disseminate marketing materials and web and social media content, including inspirational teacher stories, that support teacher recruitment campaign
- Offering statewide technical assistance and workshops to students and adults interested in learning how to become a teacher
- 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
- Planning and hosting virtual recruitment events with education preparation providers
- Helping develop program budget, managing purchasing process, and tracking spending
- Managing inventory of promotional items, ensuring items reach target audiences
- Documenting marketing and outreach activities
- Evaluating effectiveness of marketing strategies and identifying campaign needs in a timely manner

**SPECIAL QUALIFICATIONS:**

This position may require:

- Bachelor's degree in Communication, Public Relations, Marketing, Education, or related field
- Exceptional verbal communication skills
- Strategic thinking and problem-solving skills
- Ability to travel regularly and a willingness to work some nights and weekends
- Ability to work independently and be a self-starter, while collaborating with others on meeting common goals
- Experience in social media strategy, including content creation, management, and analytics a plus
- Experience in marketing and recruitment and/or classroom teaching a plus

**EXPERIENCE/EDUCATIONAL REQUIREMENTS:**

Typically requires a Bachelor's Degree.

**Applicants must apply online at [www.mspb.ms.gov](http://www.mspb.ms.gov). (To inquire about this position, please contact Corie Jones at [cojones@mdek12.org](mailto:cojones@mdek12.org).)**

**The deadline for application submission April 15, 2022.** Applicants selected for an interview will be contacted by phone.