



MISSISSIPPI STATE DEPARTMENT OF HEALTH

Public Relations & Communications Coordinator

The Mississippi Department of Health is seeking a Public Relations & Communications Coordinator (Program 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 an 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:

- Foster positive relationships with media outlets, journalists, and influencers.
- Assist in drafting press releases, media advisories, and communication materials for departmental activities and public health campaigns.
- Support coordination of media interviews and briefings for departmental spokespersons.

Public Outreach and Engagement:

- Contribute to outreach campaigns aimed at engaging the community and increasing awareness of public health initiatives.
- Collaborate with community organizations, advocacy groups, and government agencies to build partnerships and support health programs.

Content Creation:

- Assist in creating compelling content for various channels, including press releases, website content, social media, and other communication platforms.
- Work 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 aligned with public relations goals.

Collaboration and Coordination:

- Work closely with internal departments, external partners, and community stakeholders for a coordinated and consistent approach to public relations efforts.
- Participate in cross-functional teams supporting integrated communication initiatives.
- Work closely with Workforce Development in the strategic implementation of events, meetings, job fairs, etc.

Qualifications:

- Bachelor's degree and 1-3 years of experience, preferably in Public Relations, Communications, Journalism, or a related field.
- Demonstrated interest or experience in public relations, media relations, or a related field.
- Strong written and verbal communication skills.
- Interpersonal skills to build and maintain relationships with diverse stakeholders.
- Familiarity with social media platforms and digital communication strategies.
- Ability to collaborate in a team and work independently when necessary.
- Knowledge of public health issues is desirable and crisis communication experience is a plus.

Starting Salary Range: \$43,509.31 - \$59,390.21 (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

To learn more about the Mississippi State Department of Health, please visit our website at msdh.ms.gov.