



JOB ANNOUNCEMENT

Public Relations Specialist I, Marketing Specialist

Programs and Communication

Starting annual salary: \$33,600.00

Application deadline: August 5, 2022

The Mississippi Department of Archives and History is recruiting a Public Relations Specialist I, marketing specialist. This is professional work responsible for implementing the agency's promotion and advertising efforts for programs and sites, including the Two Mississippi Museums.

Responsibilities include:

- Implementing marketing plan for the department, including museums and sites, history and education programs, and other department priorities as needed.
- Using visitation data and Google analytics to develop the department's advertising priorities and guide budget decisions.
- Placing advertisements and paying invoices.
- Reporting to the deputy director of Programs and Communication Division. Meeting regularly for plan updates and approvals as needed.
- Working closely with director of public relations, who plans and develops press releases, social media content, and website content.
- Representing MDAH at conferences and professional organizations such as Mississippi Tourism Association, TravelSouth USA conference, PRAM, and MJAA.
- Developing partnerships with local, state, and regional tourism organizations.
- Other duties as assigned.

Education and experience must meet the following criteria:

This role requires a bachelor's degree and at least two years of marketing experience.

The incumbent must be able to work in a fast-paced environment, meet tight deadlines, be creative, have collaborative skills, work well with others, and have excellent communication skills, both written and verbal.

To apply for this position, submit an online application via the Mississippi State Personnel Board; or for more information, contact the MDAH human resources office at 601-576-6865. The Mississippi Department of Archives and History is an equal opportunity employer.