



Request for Qualifications

Communications Project Coordinator Office of Communications and Planning (Part-Time Contract Worker)

**Contact: Toni Johnson
MS Department of Mental Health
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Jackson, MS 39201
601-359-1288**

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Date: January 14, 2022

Introduction

The Mississippi Department of Mental Health (MDMH) certifies, provides and/or financially supports a network of services for people with mental illness, intellectual/developmental disabilities, substance use disorders and/or other dementia. It is DMH's goal to improve the lives of Mississippians by supporting a better tomorrow...one person at a time.

This contractual position will be employed in the Mississippi Department of Mental Health's (DMH) Office of Communications and Planning. DMH has engaged in a contract with a marketing firm to develop and implement a public awareness and media campaign to increase the public's knowledge of community behavioral health services in the state. Promoting awareness of services and education regarding mental health can undoubtedly play a large part in improving Mississippians' access to care, particularly in rural and underserved populations and areas. The firm will develop a comprehensive information dissemination and education campaign that will target adults with serious mental illnesses, children with serious emotional disturbances, adults, and youth in need of alcohol and drug treatment services, and their caregivers, veterans, families, and friends. The primary goals are to heighten public awareness of mental health and alcohol and drug treatment services in Mississippi, while decreasing the stigma of reaching out for help. This position is responsible for managing the public awareness campaign and maintaining ongoing communication with the firm to communicate goals, budget, timelines, strategies, etc.

Deadlines/Timelines

Contract Worker RFA Issue Date	Friday, January 14, 2022
Resume Submission Deadline	Friday, January 21, 2022
Interview Dates	February 1-4, 2022

Submissions/How to Apply

To apply for this position, please submit your resume to Toni Johnson via email at toni.johnson@dmh.ms.gov by 10:00 A.M. CST on Friday, January 21, 2022. Resumes received after this date and time will not be considered for this position.

The resume should describe your education and prior work history, including all relevant work experience. The resume should include the name and current contact information of at least three references, preferable references familiar with your job skills. The resume should include your current contact information (address, email, and phone number).

Examples of Work

Examples of work performed in this position include, but are not limited, the following:

- Manage public awareness campaign in conjunction with marketing firm
 - Manage and monitor communications, project timelines, and deliverables
 - Serve as liaison for DMH and marketing firm as it relates to behavioral health public awareness campaign

- Maintain ongoing communication between DMH and the marketing firm
- Develop timelines and milestones for deliverables
- Track and report analytics on public awareness campaign, and create reports detailing the successes and areas of improvement of awareness campaign strategies
- Write a variety of content to support communications and marketing efforts to include, but not limited to, press releases, newsletter articles, and social media posts
- Review visuals, printed materials, media ads, communications strategies, etc. developed by marketing firm for accuracy, effectiveness, and alignment with DMH vision and goals
- Assist communications team in developing and implementing communications strategies designed to further the public awareness campaign objectives
- Coordinate promotional events
- Assist DMH Director of Outreach and Training and the Crisis System Coordinator with outreach trainings regarding 988 (behavioral health crisis line) implementation
- Monitor communications and campaign strategies for effectiveness and timeliness
- Develop contact lists for stakeholder groups
- Monitor budget and submit invoices for payment
- Ensure marketing firm adheres to performance expectations and deliverables of the contract
- Represent the interests of DMH under the direction of the Director of Communications and Planning

Minimum Qualifications

Education:

A Bachelor's Degree from an accredited four-year college or university in communications, journalism, public relations, marketing, or related field

Experience:

Four (4) years of experience in public relations or communications.

Skills Required:

- Strong organizational skills and the ability to multi-task
- Strong working knowledge of a variety of public relations programs
- Proficiency in MS Office
- Time management skills and the ability to prioritize work
- Ability to manage and prioritize multiple and simultaneous requests
- Excellent communication skills, both written and verbal

Preference will be given to those with:

- A working knowledge of the state’s mental health system

Compensation and Hours Worked

The agency agrees that total contract compensation will be at a rate of up to \$25.00 per hour not to exceed an average of 20 hours per week for the duration of the contract. The Contract Worker is subject to the proper withholding of state and federal income taxes and social security.

Selection Process

- The hiring department’s representative will review all resumes which contain the required information and are submitted within the stated timeline. The hiring department representative will select the most qualified candidates for the interview based on the required educational experience and work experience. After the interviews have been completed, the representative will select the top candidate for employment.
- All new employees of the Department of Mental Health are required to submit to a drug test. Persons found to be under the influence of alcohol or found to have used illegal drugs may be refused employment. In addition, employees are required to submit to fingerprinting and a background check. The nature and gravity of criminal offences may result in denied employment.

Evaluation Criteria

The following evaluation criteria will be utilized (100-point scale):

- Required educational experience – up to 30 points
- Required work experience – up to 50 points
- Examples of relevant work – up to 20 points

Contract Dates

The start date for this contract is estimated to be February 21, 2022. The contractual services have been funded for two years.

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