

Job Title: Public Relations and Marketing Producer (Student Worker)

Location: Roy Howard Community Journalism Center, The University of Southern Mississippi (Hattiesburg Campus)

Position Type: Part-Time (20 hours per week, flexible scheduling)

About the Role

The Roy Howard Community Journalism Center is looking for a Public Relations and Marketing Producer to support the center's events, media literacy initiatives, and promotional efforts. This role is ideal for students interested in public relations, marketing, event planning, and community outreach. As a Public Relations and Marketing Producer, you will help promote the center's work, engage with the public, and assist in organizing events that support journalism and media literacy.

Key Responsibilities

- Assist in planning and promoting center events, including workshops, panels, and media literacy programs.
- Create promotional materials (press releases, flyers, graphics, and newsletters) to raise awareness about the center's initiatives.
- Manage outreach efforts to connect with students, faculty, and community members about the RHCJC's work.
- Develop marketing campaigns to increase engagement across social media, email, and digital platforms.
- Coordinate with student reporters, social media producers, and leadership to ensure cohesive branding and messaging.
- Monitor media coverage and public engagement with the center's initiatives.
- Support media literacy efforts by assisting in the development of educational materials and outreach programs.

What We're Looking For

- Strong communication, writing, and public relations skills
- Creativity in marketing, branding, and event promotion
- Experience with social media management, Canva, or Adobe Creative Suite (preferred but not required)
- Interest in journalism, media literacy, or community outreach
- Ability to work collaboratively and take initiative in event planning and promotional efforts
- Strong organizational skills and attention to detail

Benefits of This Role

- Gain hands-on experience in public relations, marketing, and event coordination.
- Develop professional writing, branding, and outreach skills for future career opportunities.

- Work in a dynamic newsroom environment that connects journalism with the community.
- Help promote media literacy initiatives and engage with the public on important issues.

How to Apply

- Interested students should apply at www.rhcjcnews.com/jobs.
- We encourage applicants from all backgrounds to apply. No prior journalism experience is required — just a passion for storytelling and a willingness to learn!