



## **Director of Communications**

### **About the Company**

Mississippi First is a nonpartisan, nonprofit education policy and advocacy organization committed to championing transformative solutions that ensure educational excellence for every Mississippi child. We believe that strong public education is foundational to a thriving state, and we envision Mississippi as a place defined by prosperity, innovation, and opportunity for all.

Our work is guided by a policy continuum that reflects how meaningful change happens, from research and idea generation to advocacy, implementation, and evaluation. We do not view policy work as a single moment in time, but as an ongoing process that requires deep understanding, strategic action, and continuous refinement. By working across this continuum, we ensure that our efforts are grounded in evidence, informed by those closest to the work, and focused on achieving lasting impact for Mississippi children.

To move along this continuum, we engage deeply with educators, policymakers, community leaders, and partners across the state. We bring people together around shared goals and practical solutions, ensuring that policies are not only well-designed, but also effectively implemented and responsive to real Mississippi needs.

At Mississippi First, how we work matters just as much as what we achieve. We are a highly collaborative organization that values partnership across diverse perspectives and settings—from the statehouse to classrooms to community spaces. We approach our work with a positive, solutions-oriented mindset and a willingness to challenge assumptions, set aside dogma, and focus on what will make the greatest impact for students.

### **Your Role**

At Mississippi First, communications is not an add-on. It is a core driver of impact across the policy continuum. From shaping public understanding of key issues, to supporting advocacy efforts, to elevating outcomes and lessons learned, our communications work ensures that the right messages reach the right audiences at the right time.

We are seeking a Communications Director who can help translate complex policy into clear, compelling narratives, elevate the voices of Mississippi communities, and strengthen our ability to influence both public discourse and decision-making. This role will be essential in ensuring that our work is visible, accessible, and positioned to drive meaningful change for students across the state.

The Director of Communications leads the organization's strategic messaging and engagement efforts, ensuring alignment across policy, advocacy, and fundraising priorities. This role plays a critical part in elevating our voice statewide and strengthening relationships with key stakeholders.

### Key Responsibilities

- Serve as a strategic advisor to the Executive Director, shaping organizational messaging, positioning, and communications priorities
- Lead the development and execution of Mississippi First's external narrative and brand positioning, ensuring consistency across all platforms and audiences
- Collaborate with organizational teams to design and drive a comprehensive communications strategy aligned to the organization's mission, vision, and policy continuum
- Oversee and directly execute key organizational communications across internal and external audiences, including team, partners, and stakeholders, leveraging CRM systems and digital platforms to ensure clear, consistent, and timely information sharing
- Lead the creation and distribution of high-impact communications, including quarterly constituent newsletters, policy and research reports, announcements, and targeted campaigns, with a focus on improving engagement metrics such as meeting attendance and open and click-through rates
- Translate legislative updates, policy changes, and new initiatives into clear, accessible, and compelling messaging, and lead rapid-response communications for time-sensitive opportunities
- Develop and actively manage a strategic communications calendar to ensure coordinated messaging, optimal timing, and avoidance of audience fatigue
- Analyze communications data and performance metrics to refine strategy, optimize campaigns, and clearly report on impact
- Oversee and maintain website content and digital presence; familiarity with platforms such as WordPress preferred

## Qualifications and Competencies

- 3-5 years of experience in internal communications, preferably in an educational, policy or remote work environment
- Proficiency with MailChimp, Constant Contact, Hubspot or similar email marketing/CRM platforms
- Exemplary collaboration skills with team members, executive leadership and board members
- Strong writing and editing skills with attention to brand voice and consistency
- Experience producing regular communications with demonstrated success in engagement metrics, including A/B testing, open rates, and other communication analytics
- Ability to translate policy information into user-friendly language for a variety of stakeholder groups
- Excellent project management skills to handle multiple communication streams
- Understanding of educational settings and policy/ political dynamics preferred
- Media relations experience preferred

**Compensation:** The anticipated salary range for this role is \$85,000–\$110,000, commensurate with experience and aligned with Mississippi First’s internal compensation framework. Qualified applicants will be evaluated on a rolling basis.

**Benefits include** a flexible remote work environment, generous paid time off, comprehensive health insurance, and retirement benefits, supporting a healthy and sustainable work-life balance.

**Location:** Remote; Mississippi-based candidates strongly preferred given the nature of our work.

## Application Process

Please apply online using the following [link](#). Applications will be considered on a rolling basis. Applicants should submit:

- An updated resume

- One sample that demonstrates strategic communications thinking (e.g., campaign plan, messaging framework, or integrated strategy)
- One sample that highlights execution-focused work (e.g., newsletter, email campaign, blog post, or social media content)

For inquiries, please contact Krystal Cormack, Fractional Director of Communications, at Mississippi First at [krystal@mississippifirst.org](mailto:krystal@mississippifirst.org).