

Opportunity Title: CDC Health Communication Fellowship
Opportunity Reference Code: CDC-NCCDPHP-2022-0025

Organization Centers for Disease Control and Prevention (CDC)

Reference Code CDC-NCCDPHP-2022-0025

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A complete application consists of:

- An application
- Transcripts – [Click here for detailed information about acceptable transcripts](#)
- A current resume/CV, including academic history, employment history, relevant experiences, and publication list
- One educational or professional recommendation. Your application will be considered incomplete, and will not be reviewed until one recommendation is submitted.

All documents must be in English or include an official English translation.

Application Deadline 1/5/2022 3:00:00 PM Eastern Time Zone

Description ***Applications will be reviewed on a rolling-basis.**

CDC Office and Location: A research opportunity is currently available in the Division of Diabetes Translation (DDT) within the National Chronic Disease Prevention and Health Promotion (NCCDPHP) at the Centers for Disease Control and Prevention (CDC) in Atlanta, Georgia.

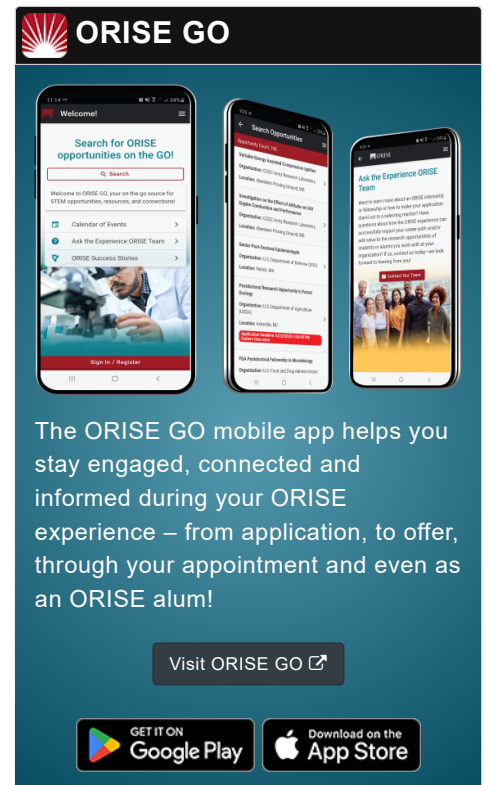
CDC's [Division of Diabetes Translation](#) (DDT) is at the leading edge of the nation's efforts to end the devastation of diabetes. The division works with other federal agencies, state health departments, health care providers, and community organizations to identify people with prediabetes, prevent type 2 diabetes, prevent diabetes complications, and improve the health of all people with diabetes. These efforts have helped millions of Americans reduce their risk of type 2 diabetes and prevent or delay serious diabetes complications.

The Communication Team in DDT's Office of Policy, Partnerships and Strategic Communication provides guidance and support for planning, implementing, managing, and evaluating multifaceted public health communication and marketing programs and campaigns.

Research Project: During this project, the participant will be a member of a multi-disciplinary team and obtain advanced experiential learning in the development of various health communication materials for diabetes topics.

Under the guidance of a mentor, the participant will be involved in the following research activities:

- Participate in developing, implementing and learning how



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to manage national communication and marketing programs, projects and initiatives for various audiences, including demonstration projects

- Plan, apply and evaluate various communication science and marketing techniques to achieve optimal program results and promote positive health outcomes
- Contribute to the preparation of written documents that reflect a thorough knowledge of complex public health issues and appropriate health communication, health promotion, and marketing intervention strategies
- Participate in researching and developing messages and materials that are valid and consistent with program objectives and are based on communication and marketing theory and principles as well as audience research (including concept, message, and Web-usability testing)
- Collect data and contribute to the development of products such as fact sheets, program briefings, Questions and Answers, program summaries, Web pages, and program-in-briefs
- Collaborate with Center Division communication offices and others within the Office of the Director to provide support on communication efforts, e.g., campaigns, observance days
- Collaborate with web team members to ensure information is successfully disseminated across the web sites providing clear oral and/or written instructions on this topic, as appropriate
- Collaborate with the web team in providing technical support for digital and social media evaluation

Learning Objectives:

- Learn how to communicate health information to multiple audiences, including consumers, healthcare providers, partners, grantees/recipients, and more
- Learn how to evaluate the reach of various communication products and strategies to determine their effectiveness
- Attend trainings and webinars on communication topics (e.g., best practices in social media message development and web content development, communication evaluation, plain language, digital first principles)

Mentor(s): The mentor for this opportunity is Lourdes Martinez (gmf5@cdc.gov). If you have questions about the nature of the research please contact the mentor(s).

Anticipated Appointment Start Date: Winter 2021. Start date is flexible and will depend on a variety of factors.

Appointment Length: The appointment will initially be for one year, but may be renewed upon recommendation of CDC and is contingent on the availability of funds.

Level of Participation: The appointment is full-time.

Participant Stipend: The participant will receive a monthly stipend commensurate with educational level and experience.

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Citizenship Requirements: This opportunity is available to U.S. citizens, Lawful Permanent Residents (LPR), and foreign nationals. Non-U.S. citizen applicants should refer to the [Guidelines for Non-U.S. Citizens Details page](#) of the program website for information about the valid immigration statuses that are acceptable for program participation.

ORISE Information: This program, administered by ORAU through its contract with the U.S. Department of Energy (DOE) to manage the Oak Ridge Institute for Science and Education (ORISE), was established through an interagency agreement between DOE and CDC. Participants do not become employees of CDC, DOE or the program administrator, and there are no employment-related benefits. Proof of health insurance is required for participation in this program. Health insurance can be obtained through ORISE.

Questions: Please visit our [Program Website](#). After reading, if you have additional questions about the application process please email ORISE.CDC.NCCDPHP@ornl.gov and include the reference code for this opportunity.




Qualifications

The qualified candidate should have received a master's degree in one of the relevant fields, or be currently pursuing the degree and will reach completion by the end of December 2021. Degree must have been received within five years of the appointment start date.

Preferred skills:

- Experience writing effective and high-quality health-related content for a variety of channels
- Proficiency in understanding and writing clearly about complex, sophisticated health science topics
- Ability to analyze, report on, and apply web-related metrics and research results
- Knowledge about diabetes or chronic diseases is a plus

Eligibility Requirements

- **Degree:** Master's Degree received within the last 60 months or anticipated to be received by 12/31/2021 11:59:00 PM.
- **Discipline(s):**
 - **Communications and Graphics Design** (1 )
 - **Computer, Information, and Data Sciences** (2 )
 - **Life Health and Medical Sciences** (1 )