

Opportunity Title: Health Communication Fellowship with the Prevention

Communication Branch

Opportunity Reference Code: CDC-NCHHSTP-2024-0012

Organization Centers for Disease Control and Prevention (CDC)

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How to Apply *Connect with ORISE...on the GO!* Download the new ORISE GO mobile app in the [Apple App Store](#) or [Google Play Store](#) to help you stay engaged, connected, and informed during your ORISE experience and beyond!

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 3/23/2024 11:59:00 PM Eastern Time Zone

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

CDC Office and Location: A fellowship opportunity is currently available with the Division of HIV Prevention (DHP) in the Prevention Communication Branch (PCB), within the National Center for HIV, Viral Hepatitis, STD, and TB Prevention (NCHHSTP), at the Centers for Disease Control and Prevention (CDC) in Atlanta, Georgia. **Successful applicants must relocate to Atlanta.**

The Centers for Disease Control and Prevention (CDC) is one of the major operation components of the Department of Health and Human Services. CDC works to protect America from health, safety and security threats, both foreign and in the U.S. Whether diseases start at home or abroad, are chronic or acute, curable or preventable, human error or deliberate attack, CDC fights disease and supports communities and citizens to do the same.

PCB is responsible for developing, disseminating, and evaluating evidence-based HIV messages and communication programs to diverse partners, health care providers, people with risk factors for and living with HIV, and the general public in the United States. A core component of PCB's portfolio is the development, implementation, and evaluation of CDC's Let's Stop HIV Together social marketing campaign. The fellow's role may include: supporting formative research activities to inform the strategic development and enhancement of the campaign, supporting PCB teams with social marketing strategic plans to meet the goals and objectives for the campaign, assisting with partnership development and mobilization strategies as part of campaign implementation, supporting social media efforts to



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further the reach and impact of campaign dissemination, assisting with campaign process and outcome evaluation.

Research Project: This fellowship will provide the fellow with an educational experience in developing, disseminating, and evaluating social marketing campaigns and health communication messages to the public. The fellow will learn how health communication formative research is conducted, as well as how research informs campaign messaging and development. The fellow will learn how audience segmentation and channel selection occurs, and how campaign materials are created, cleared, and disseminated. The fellow will also learn how social marketing efforts are evaluated and adjusted based on changing needs and evolving scientific information. The fellowship will enable the fellow to collaborate across teams and engage with health communication and behavioral scientist colleagues and external partners.

Learning Objectives: As a result of this training, the participant will improve their skills in:

1. Planning, developing, implementing, and evaluating HIV social marketing campaigns and health communication messages.
2. Using data to inform communication efforts that address health inequities.
3. Creating reports and oral presentations for internal and external partners.

Mentor(s): The mentors for this opportunity are Jeffrey Kemp Rinderle (ltq4@cdc.gov) and Hannah Getachew-Smith (wtj7@cdc.gov). If you have questions about the nature of the research please contact the mentor(s).

Anticipated Appointment Start Date: May 2024. 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: Stipend rates may vary based on numerous factors, including opportunity, location, education, and experience. If you are interviewed, you can inquire about the exact stipend rate at that time and if selected, your appointment offer will include the monthly stipend rate.

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

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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.

The successful applicant(s) will be required to comply with Environmental, Safety and Health (ES&H) requirements of the hosting facility, including but not limited to, COVID-19 requirements (e.g. facial covering, physical distancing, testing, vaccination).







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

Qualifications The qualified candidate should be currently pursuing or have received a master's degree in one of the relevant fields. Degree must have been received within five years of the appointment start date or to be received by May 15, 2024, 12:00am.

Preferred Skills:

- Public health, social, and/or behavioral science training or experience
- Strong writing, verbal, and interpersonal skills
- Background and/or demonstrated interest in HIV, health communication, and health equity
- Knowledge of and experience in development, implementation, and evaluation of social marketing campaigns and/or public health programs
- A strong commitment to the principles of public health, diversity, equity, and inclusion

Eligibility Requirements

- **Degree:** Master's Degree received within the last 60 months or anticipated to be received by 5/15/2024 12:00:00 AM.
- **Academic Level(s):** Graduate Students, Post-Bachelor's, or Post-Master's.
- **Discipline(s):**
 - **Business** (1 )
 - **Communications and Graphics Design** (5 )
 - **Computer, Information, and Data Sciences** (2 )
 - **Life Health and Medical Sciences** (4 )
 - **Mathematics and Statistics** (3 )
 - **Other Non-Science & Engineering** (1 )

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◦ **Social and Behavioral Sciences** (8 👁)

Affirmation I certify that I have not previously been employed by CDC or by a contractor working directly for CDC. I understand that CDC does not permit individuals with a prior employment relationship with CDC or its contractors to participate as trainees in the ORISE program. (Exceptions may be granted for individuals who, since the previous CDC employment, have obtained a new STEM degree which necessitates training in a new field.)