

Opportunity Title: Web Support, Content Design and Evaluation - CDC

Opportunity Reference Code: CDC-NCCDPPH-2017-0029

Organization Centers for Disease Control and Prevention (CDC)

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How to Apply 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
- Two educational or professional references

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

If you have questions, send an email to cdcrrpp@orau.org. Please include the reference code for this opportunity in your email.

Description A project is available in the Health Education and Promotion Team in the Translation, Health Education, and Evaluation Branch in Division of Diabetes Translation (DDT) within the Centers for Disease Control and Prevention (CDC) in Atlanta, Georgia.

This Web support, content design, and evaluation fellow will be involved with the Health Education and Promotion Team in the Translation, Health Education, and Evaluation Branch in DDT under the mentorship of DDT's web manager. The DDT website (www.cdc.gov/diabetes) has been substantially updated in the last two years, and continues to be revised and expanded to better represent the efforts of the division and meet the needs of a variety of audiences.

The fellow will have the opportunity to be involved in the following opportunities:

- Researching, web designing, and writing diabetes-related content for a variety of audiences coming to the DDT website.
- Participating with the Health Education and Promotion team leader and the web manager to monitor use of the DDT website, identify gaps, and provide content development, design, and editing support.
- Engaging with multiple scientists and health communication specialists with complex information.
- Identifying appropriate metrics to assess information needs and use of DDT's web content, analyzing monthly metrics, and reporting results back to the team.
- Creating compelling, creative content that captures the target audience's attention, provides information they need quickly and easily, and influences action.
- Collaborating with health communication specialists, scientists, and program staff in researching and developing content.
- Translating complex science into content for a variety of audiences (e.g., people with diabetes or at risk, healthcare providers, public health professionals, scientists) and adapting the style and tone as



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appropriate, for various audiences, formats, and channels.

- Developing and repurposing existing content into new formats, including web pages, downloadable files, graphics, social media messages, and potentially podcast and video scripts.
- Proofreading and copyediting resources to ensure adherence to CDC standards for accuracy and style (checking spelling, grammar, coherence; imposing consistent style).
- Reviewing statistical, audience, and other relevant information to successfully complete writing assignments.
- Engaging with clients to understand their needs, applying information architectural designs/organizing content, developing web sections, tracking and proofing of assets, and creating and following production schedules.

This program, administered by ORAU through its contract with the U.S. Department of Energy to manage the Oak Ridge Institute for Science and Education, was established through an interagency agreement between DOE and CDC. The initial appointment is for one year, but may be renewed upon recommendation of CDC contingent on the availability of funds. The participant will receive a monthly stipend commensurate with educational level and experience. Proof of health insurance is required for participation in this program. The appointment is full-time at CDC in the Atlanta, Georgia, area. Participants do not become employees of CDC or the program administrator, and there are no fringe benefits paid.

Qualifications

- Master's degree or equivalent in English, health education, health communication, instructional design, or related fields.
- Exceptional writing abilities (samples required).
- Track record in writing effective and high-quality health-related content for a variety of formats, especially the web.
- Proficiency in understanding and writing clearly about complex, sophisticated health science topics.
- Extensive experience with the special needs and conventions of writing and editing for the Web.
- Ability to translate science into creative user-friendly communications for a range of audiences.
- Project management/organizational skills; ability to manage multiple projects simultaneously.
- 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 month(s).
- **Discipline(s):**
 - **Communications and Graphics Design** (3👁)
 - **Computer, Information, and Data Sciences** (1👁)