

**Opportunity Title:** Health and Web Communication Fellow

**Opportunity Reference Code:** CDC-NCCDPHP-2017-0040

**Organization** Centers for Disease Control and Prevention (CDC)

**Reference Code** CDC-NCCDPHP-2017-0040

**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
- Two writing samples addressing different audiences

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

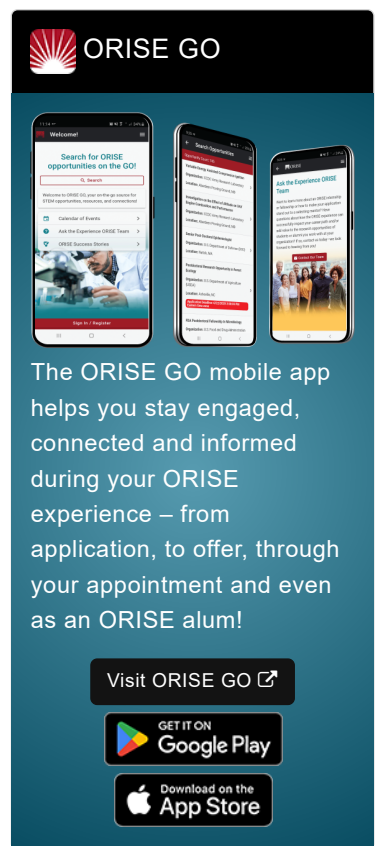
If you have questions, send an email to [CDCrpp@orau.org](mailto:CDCrpp@orau.org). Please include the reference code for this opportunity in your email.

**Description** A fellowship opportunity is available with 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. The goal of this project is to support public health communication and marketing activities in the division.

This fellow will work under the mentorship of DDT's web manager to continue improving and expanding DDT's website by helping to monitor content and use, identifying gaps or limitations, and designing and writing new/revising old content or sections for consumer and professional audiences. The DDT website ([www.cdc.gov/diabetes](http://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, incorporate technological advances, and meet the needs of a variety of audiences regarding diabetes prevention and management.

The fellow will have the opportunity to gain experience in the following areas:

- Monitoring and assessing the use and utility of websites, interpreting web and social media metrics, reporting on findings and making suggestions to inform DDT's web strategy
- Participating in DDT formative assessment activities to gather information on audience needs and in usability research
- Reviewing available science and content, designing web sections and content areas, and writing diabetes-related content for a variety of audiences coming to the DDT website (e.g., people with diabetes or at risk, healthcare providers, public health professionals, scientists) and adapting the style and tone as appropriate for various audiences, formats, and channels



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- Creating compelling, creative content that captures the target audience’s attention, provides information they need quickly and easily, and influences behavior change
- Developing and repurposing existing content into new formats, including web pages, downloadable files, graphics, social media messages, and potentially podcast and video scripts
- Engaging with DDT staff to understand their needs and collaborating with health communication specialists, scientists, and program staff in researching and developing content
- Managing web tasks, including editing and clearance processes and tracking of web tasks and production schedules
- Participating in other team communication, marketing, and education projects as applicable

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, DOE or the program administrator, and there are no employment-related benefits.

**Qualifications    Qualifications**

- Master’s degree or equivalent in public health education, health communication, instructional design, or related fields
- Knowledge of web-based applications and social media
- Ability to analyze, report on, and apply web-related metrics and research results

- Eligibility Requirements**

- **Degree:** Master's Degree received within the last 60 month(s).
  - **Discipline(s):**
    - **Communications and Graphics Design** ([6](#) )