

**Opportunity Title:** Health Communication Specialist - Social Media & Community Engagement - CTP  
**Opportunity Reference Code:** FDA-CTP-2018-0115

**Organization** U.S. Food and Drug Administration (FDA)

**Reference Code** FDA-CTP-2018-0115

**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.

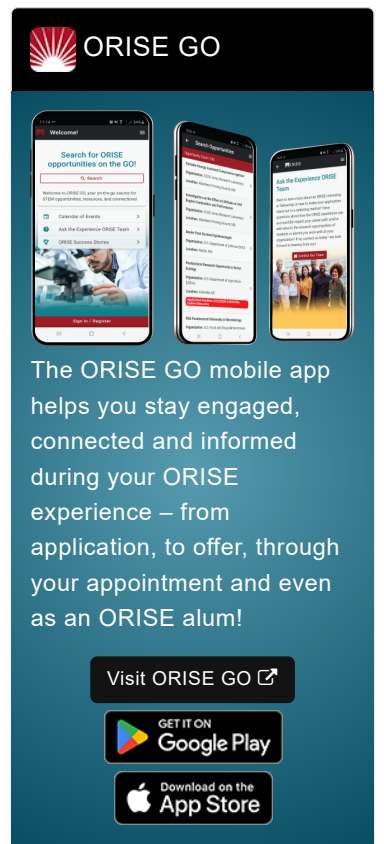
If you have questions, send an email to [FDArpp@orau.org](mailto:FDArpp@orau.org). Please include the reference code for this opportunity in your email.

**Description** A fellowship opportunity is available within the Office of Health Communication and Education (OHCE) in the Center for Tobacco Products (CTP) at the U.S. Food and Drug Administration (FDA). CTP aims to protect Americans from tobacco-related death and disease by regulating the manufacture, distribution, and marketing of tobacco products and by educating the public, especially young people, about tobacco products and the dangers their use poses to themselves and others. CTP oversees the Family Smoking Prevention and Tobacco Control Act.

The selected participant will have the opportunity to learn about the Tobacco Control Act and the development and implementation of digital and social media strategies to advance the Center's communications efforts. Activities may include learning about:

- Social media community engagement, including content development and crisis response strategy.
- Social media platform monitoring and training on response development to activity in conjunction with the mentor and Editorial and Digital Strategy Team staff.
- Processes for tracking work flow status of social media content and images from creation to fact check to final office review.
- Social media listening and identifying new and emerging themes in the tobacco landscape as a whole outside of the FDA.
- Sentiment tracking and observing the development of appropriate response recommendations.
- Impact of corporate social media initiatives, which may include training on how to test and analyze different strategies for various audiences and channels.
- Strategic opportunities for engagement based on ongoing monitoring of the tobacco social media landscape.

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







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DOE and FDA. The initial appointment is for one year, but may be renewed upon recommendation of FDA 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 FDA in the Silver Spring, MD area. Participants do not become employees of FDA or the program administrator, and there are no fringe benefits paid.

**Qualifications** Applicants should be currently enrolled in or have completed a Master's degree program in a field relevant to digital communications, health communications, health marketing, or public health within the last five years. Completion of all requirements for the degree should be expected prior to the start date.

- Eligibility Requirements**
- **Citizenship:** U.S. Citizen Only
  - **Degree:** Master's Degree received within the last 60 month(s).
  - **Discipline(s):**
    - **Business** ([1](#) )
    - **Communications and Graphics Design** ([1](#) )
    - **Computer, Information, and Data Sciences** ([1](#) )
    - **Life Health and Medical Sciences** ([1](#) )