

Opportunity Title: Health Communications and Social Media within a Federal

Agency - CDER

Opportunity Reference Code: FDA-CDER-2018-0224

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

Reference Code FDA-CDER-2018-0224

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. Please include the reference code for this opportunity in your email.

Application Deadline 3/25/2018 11:59:00 PM Eastern Time Zone

Description A research opportunity is available at the Food and Drug Administration (FDA), Center for Drug Evaluation and Research (CDER), in the Office of Communications (OCOMM), Division of Drug Information.

The Division of Drug Information (DDI) works to optimize the Center for Drug Evaluation and Research (CDER)'s educational and communication outreach efforts by engaging in effective internal and external interactions to provide timely, accurate, and useful information through traditional and social media channels.

The research participant will support the DDI by engaging in the following activities:

- Advise leadership in determining how to increase engagement and effectiveness of information in social media
- Provide analysis of previous social media posts to identify target audiences, needs of customer, appropriate messages, activities, and resources needed for effective communication and recommendations on how to increase reach
- Investigate the use of digital images, video, electronically produced graphics, or artwork to help increase engagement on social media
- Help facilitate a strategic approach and to ensure consistency and compliance with FDA social media policy.
- Cultivate collaborative relationships of mutual support with other government agencies.
- Support FDA's social media presence, prepare a newsletter



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of social media trends and updates with recommendations for application to help lead innovation and keep FDA on the cutting-edge.

- Perform needs assessments within the project relative to functional and training needs and social media effectiveness.
- Formulate a marketing strategy from research, reports, products and organizational data to help raise awareness of the social media program and demonstrate the value of the programs. .
- Recommend specific approaches for managing special issues and findings.
- Help provide program metrics, quality improvement, operational planning, and strategic planning.

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 FDA. The initial appointment is for 12 months, 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 must be currently enrolled or have received a bachelor's degree in public health, computer science, or communications within five years of the desired starting date. Applicants can be working on their master's degree. Proficiency with Twitter, Facebook, and LinkedIn is strongly preferred. Analytical skills and experience analyzing data. is strongly preferred.

Eligibility Requirements

- **Degree:** Bachelor's Degree or Master's Degree received within the last 60 month(s).
- **Discipline(s):**
 - **Chemistry and Materials Sciences** (12 )
 - **Communications and Graphics Design** (3 )
 - **Computer, Information, and Data Sciences** (3 )
 - **Environmental and Marine Sciences** (1 )
 - **Life Health and Medical Sciences** (45 )
 - **Mathematics and Statistics** (10 )
 - **Other Non-Science & Engineering** (5 )
 - **Social and Behavioral Sciences** (28 )