

Opportunity Title: Social Media and Digital HIV.gov Fellow

Opportunity Reference Code: HHS-OASH-2018-0166

Organization U.S. Department of Health and Human Services (HHS)

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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 HHSrpp@oraui.org Please include the reference code for this opportunity in your email.

Application Deadline 2/11/2019 12:00:00 AM Eastern Time Zone

Description One research fellowship opportunity is currently available in the U.S. Department of Health and Human Services (DHHS), Office of the Assistant Secretary for Health (OASH), in Washington, DC.

The ORISE Fellow will support a range of activities related to the HIV.gov mission to: 1.) expand visibility of timely and relevant Federal HIV policies, programs, and resources to the American public through research on these topics; 2.) increase use of social media and digital tools by government, minority, and other community partners to extend the reach of HIV programs to communities at greatest risk; 3.) support HIV.gov efforts to increase knowledge about HIV and access to HIV services for people most at-risk for, or living with, HIV; and 4.) support HIV.gov efforts to increase greater awareness and foster better understanding of privacy and security issues impacting the HIV community.

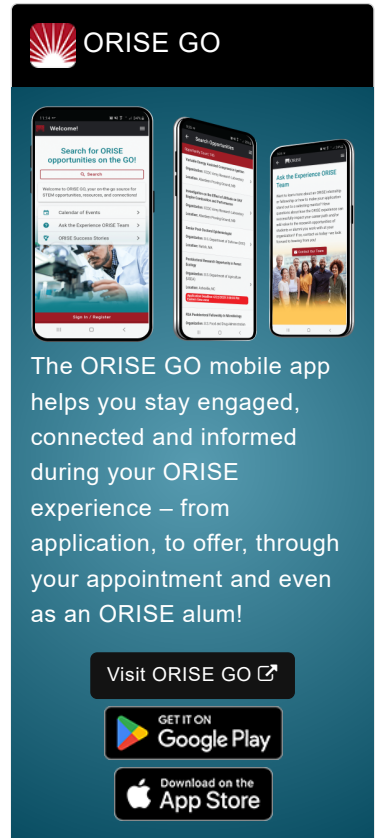
The Fellow will be involved in a team environment in the Office of HIV/AIDS and Infectious Disease Policy, with day-to-day principal mentoring provided by the Director, HIV.gov.

The ORISE Fellow will support ongoing research into:

- Identifying and assessing the best practices related to the use of current social media and digital communications methodologies and technologies to broaden the reach of public health communications, especially in its efforts to target and reach communities of color and those living with, or at risk for, HIV and viral hepatitis.
- Conducting general research activities, including, but not limited to, 1) assessing the use of webinars, and other digital tools and their application to extending the reach of public health communications and reaching target audiences; and 2) emerging privacy and security issues as they impact persons living with HIV or searching for HIV-related information.
- Supporting the drafting of blogs on 1) the use of and best practices related to webinars and other social media and digital tools; and 2) privacy and security issues of relevance to the HIV community.
- Drafting fact sheets and other educational material for internal and external audiences.
- Evaluating and producing reports on 1) HIV.gov's social media labs and Virtual Office Hours (VOH) sessions and 2) OHAIDP's use of webinars to recommend process and technical



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improvements to using this technology to extend the reach of OHAIDP communications.

- Researching the types and ways communities of color, and others living with, or at risk for HIV and viral hepatitis are using emerging digital communications technologies (consumer consumption behaviors and patterns).

The ORISE Fellow will also research and assess the best standards and practices for the use of web-based technologies, such as web sites and webinars, for reaching communities of color and other key target audiences, including best and emerging practices for the use of mobile technologies, the evolving function and relevance of web logs (blogs), the optimal format and methods for presentation and delivery of information, identifying the optimal methods to encourage engagement with public health messaging, and the evolving role, function, and impact of search engines in the potential of disintermediating public health messaging.

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 HHS. 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 HHS in the Washington, D.C., area. Participants do not become employees of HHS, DOE or the program administrator, and there are no employment-related benefits.

Qualifications • B.A. or master's degree in public health and/or health communications, or a related field within the last five years.






- Familiarity with the planning and implementation of social media campaigns through traditional and digital channels

- Interest in the use of social media and digital tools in public health messaging, HIV/AIDS policy, and issues particular to HIV/AIDS and infectious disease policy in communities of color is preferred.

- Comfortable with established social media channels and an interest in novel new media channels and emerging technologies is preferred.

- Knowledge and/or an understanding of communities impacted by HIV or other health disparities such as people of color and men who have sex with men (MSM) is preferred.

Eligibility Requirements • **Citizenship:** U.S. Citizen Only
• **Degree:** Bachelor's Degree or Master's Degree.

- **Discipline(s):**
 - **Communications and Graphics Design** (1 )
 - **Computer, Information, and Data Sciences** (2 )
 - **Life Health and Medical Sciences** (2 )
 - **Mathematics and Statistics** (1 )
 - **Social and Behavioral Sciences** (2 )