

Opportunity Title: CDC Health Communication Fellowship
Opportunity Reference Code: CDC-NCCDPHP-2020-0012

Organization Centers for Disease Control and Prevention (CDC)

Reference Code CDC-NCCDPHP-2020-0012

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
- One educational or professional recommendation. Your application will be considered incomplete, and will not be reviewed until one recommendation is submitted.

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

If you have questions, send an email to ORISE.CDC.NCCDPHP@oraui.org. Please include the reference code for this opportunity in your email.

Application Deadline 12/9/2019 3:00:00 PM Eastern Time Zone

Description *Applications will be reviewed on a rolling-basis.

A research opportunity is currently available in the Division of Diabetes Translation (DDT) within the National Chronic Disease Prevention and Health Promotion (NCCDPHP) at the Centers for Disease Control and Prevention (CDC) in Atlanta, Georgia.

During this project, the participant will be a member of a multi-disciplinary team and obtain advanced experiential learning in the development of various health communication materials for diabetes topics.

CDC's [Division of Diabetes Translation](#) (DDT) is at the leading edge of the nation's efforts to end the devastation of diabetes. The division works with other federal agencies, state health departments, health care providers, and community organizations to identify people with prediabetes, prevent type 2 diabetes, prevent diabetes complications, and improve the health of all people with diabetes. These efforts have helped millions of Americans reduce their risk of type 2 diabetes and prevent or delay serious diabetes complications.

The Communication Team in DDT's Office of Policy, Partnerships and Strategic Communication provides guidance and support for planning, implementing, managing, and evaluating multifaceted public health communication and marketing programs and campaigns.

Under the guidance of a mentor, the participant will be involved in the following research activities:

- Participate in developing, implementing and learning how to manage national communication and marketing programs, projects and initiatives for various audiences, including demonstration projects
- Plan, apply and evaluate various communication science and marketing techniques to achieve optimal program results and promote positive health



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outcomes

- Learn how to communicate health information to multiple audiences, including consumers, healthcare providers, partners, grantees/recipients, and more
- Contribute to the preparation of written documents that reflect a thorough knowledge of complex public health issues and appropriate health communication, health promotion, and marketing intervention strategies
- Participate in researching and developing messages and materials that are valid and consistent with program objectives and are based on communication and marketing theory and principles as well as audience research (including concept, message, and Web-usability testing)
- Learn how to evaluate the reach of various communication products and strategies to determine their effectiveness
- Attend trainings and webinars on communication topics (e.g., best practices in social media message development and web content development, communication evaluation, plain language, digital first principles)
- Collect data and contribute to the development of products such as fact sheets, program briefings, Questions and Answers, program summaries, Web pages, and program-in-briefs
- Collaborate with Center Division communication offices and others within the Office of the Director to provide support on communication efforts, e.g., campaigns, observance days
- Collaborate with web team members to ensure information is successfully disseminated across the web sites providing clear oral and/or written instructions on this topic, as appropriate
- Collaborate with the web team in providing technical support for digital and social media evaluation

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 can be up to 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

The qualified candidate should have received a master's degree in one of the relevant fields, or are currently pursuing the degree and will reach completion by the end of December 2019. Degree must have been received within five years of the appointment start date.




Preferred skills:

- Experience writing effective and high-quality health-related content for a variety of channels
- Proficiency in understanding and writing clearly about complex, sophisticated health science topics
- Ability to analyze, report on, and apply web-related metrics and research results
- Knowledge about diabetes or chronic diseases is a plus

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**Eligibility
Requirements**

- **Degree:** Master's Degree received within the last 60 months or anticipated to be received by 12/31/2019 11:59:00 PM.
- **Academic Level(s):** Graduate Students or Post-Master's.
- **Discipline(s):**
 - **Communications and Graphics Design** (1 )
 - **Computer, Information, and Data Sciences** (2 )
 - **Life Health and Medical Sciences** (1 )