

**REIMBURSABLE DETAIL
FDA Center for Tobacco Products**

The Food and Drug Administration (FDA) Center for Tobacco Products (CTP) is offering a Detail opportunity for a **Health Communication Specialist, GS-1001-13**. Applicants and current employees at the GS-13 level are encouraged to apply. The Detail is available immediately for a period of 120 days. PHS Commissioned Corps Officers may apply. A temporary promotion will not be considered.

Bargaining Unit Status:	Bargaining Unit Position
Position:	Health Communication Specialist
Office Location:	FDA Center for Tobacco Products 10993 New Hampshire Ave Silver Spring, MD 20903
Opening Date:	October 22, 2020
Closing Date:	November 2, 2020
Area of Consideration:	CTP-wide

The Center for Tobacco Products offers a fast-paced, dynamic environment and an opportunity to work with dedicated, energetic people who really want to make a difference and improve public health. The Office of Health Communications and Education is the central point for communication about CTP's activities, public education campaigns, and key messages to provide information about the regulation of tobacco products, the health risks associated with tobacco use, and the benefits of quitting or never starting to use tobacco.

Duties include:

The selected employee will serve as a Health Communication Specialist in the Division of Public Health Education (DPHE) in the Office of Health Communication & Education (OHCE).

The duties may include:

- Formulate priorities, strategies, and practices for communicating with various audiences, particularly youth at risk for use of tobacco products and adults smokers seeking to quit.
- Analyze public health problems, particularly those related to the use of tobacco products; apply logic models, communication theories, and promising and best practices to develop public education campaigns; and use audience segmentation analysis and formative research to select appropriate messages, paid media channels, and other communication tactics.
- Develop, test, and disseminate science- and audience-based tobacco control messages and other public health products, tools, and materials to a wide variety of target audience populations.

- Research and evaluate activities related to public education campaigns. Analyze and optimize findings from a variety of sources, including formative research or other science-based data, consumer feedback, paid media analytics, and target audience research to identify areas for optimizing campaign strategies, implementation and tactics.
- Maintain effective working relationships with internal staff and external stakeholders to achieve common goals.

Desired Knowledge and Skills:

- Working knowledge of promising and best practices in communication, tobacco control, and public health marketing principles, methods, theories and techniques.
- Working knowledge in planning and implementing paid media campaigns addressing tobacco control and public health communication strategies designed to achieve behavior change.
- Expertise in audience research and evaluation methods, and their use in the development of tobacco control and other public health communication and marketing messages, strategies, programs, and policies.
- Expertise in written communications techniques to write a variety of documents, including science- and audience-based messages and materials for the general public and CTP stakeholders.

Application Procedure:

Supervisory concurrence should be obtained before you apply to this detail. The detail opportunity is open to all candidates qualified at the GS-13 grade level or Commissioned Corps Officers.

Interested applicants should submit a copy of their resume, most recent copy of SF-50, and statement of interest via email to:

Miranda Jones
Program Analyst
Office of Management, Center for Tobacco Products, FDA
Miranda.Jones@fda.hhs.gov

Detail is reimbursable.
Travel Expenses will not be paid.

Candidates must express interest by November 2, 2020

***This is not an official vacancy announcement under the Merit Promotion System**