

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 Communications 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. A temporary promotion will not be considered. PHS Commissioned Corps Officers may apply.

Bargaining Unit Status:	Bargaining Unit Position
Position:	Health Communications Specialist
Office Location:	FDA Center for Tobacco Products 10993 New Hampshire Ave Silver Spring, MD 20903
Opening Date:	February 26, 2021
Closing Date:	March 11, 2021
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 Research and Evaluation (DRE) in the Office of Health Communication & Education (OHCE).

The duties may include:

- Create and manage strategies for tobacco control and public health communications and marketing programs.
- 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 tobacco public education campaigns. Analyze social and digital information and findings from formative research or other science-based data to identify gaps in knowledge about diverse target audiences.
- Apply audience research and usability testing results to campaign development and refinement, strategy, and message development.
- Report the results of research and evaluation activities through formal and informal presentations and documents.
- Maintain effective working relationships with internal staff and external stakeholders to achieve common goals.

Desired Knowledge and Skills:

- Expert knowledge of best practices in communications, tobacco control, and public health marketing principles, methods, theories and techniques.
- 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 March 11, 2021

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