

**AMENDED
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-12/13 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 may be considered.

Bargaining Unit Status: **Bargaining Unit Position**

Position: Health Communication Specialist

Office Location: Remote

Office Location: FDA
Center for Tobacco Products
Office of Health Communication and Education
White Oak, Building 75
10903 New Hampshire Ave
Silver Spring, MD 20993

Opening Date: **June 5, 2023**

Closing Date: **June 23, 2023**

Area of Consideration: **HHS-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 (OHCE) 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. The Division of Public Health Education (DPHE) within OHCE, provides strategic direction for and manages the development and implementation of multiple public education campaigns targeting at-risk and underserved populations for CTP.

Duties include:

The selected employee will report directly to the campaign lead for “The Real Cost” e-cigarette youth prevention campaign and serve as a Health Communication Specialist responsible for planning, implementation, and evaluation of the campaign as well as activities designed to achieve behavior change and other positive health outcomes.

The Health Communication Specialist may also perform the following duties:

- Support the Division's strategic communication programs, research, and findings to develop and implement campaign messages on the risk of tobacco products.
- Formulate priorities, strategies, and practices for communicating public health messages to various audiences.
- Develop messages and materials that are scientifically valid and consistent with program objectives based on communication practices and behavioral theories and principles; informed by audience research; and targeted or tailored to diverse audiences.
- Coordinate the gathering of data and other information and write documents such as campaign briefings, one-page campaign summaries, and web pages.
- Present campaign materials and briefings to various groups to support health communication and information dissemination efforts.
- Review, edit, and clear campaign materials.
- 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.
- 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.
- Write and edit communication materials related to public health for distribution to lay audiences.
- Develop or execute strategic communications initiatives e.g., identifying target audiences, developing key messages, and tracking program metrics and developing reports.

Desired Knowledge and Skills:

- Strong project and self-management skills – ability to get things done and deliver in a complex environment (high visibility, deadlines, accelerated timelines).
- Strong oral and written communication skills.
- Expertise in meeting deadlines in a fast-paced environment while managing multiple priorities.
- 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 planning and implementing health communication and marketing programs
- Strong written communication skills, and the ability to write a variety of documents such as project descriptions, communication and marketing plans, and reports about audience research and results.

- Expertise in applying research or evaluation results to the development of health communication and marketing messages.

Application Procedure:

Supervisory concurrence should be obtained before you apply to this Detail. Interested applicants should submit a resume or CV, a copy of your most recent SF-50 (Notification of Personnel Action) that identifies your current pay plan, series, grade, full performance level, and time in grade. Within grade increases or promotion SF-50s are preferred. Commissioned Corps Officers are also encouraged to apply and should submit a resume or CV. The Detail opportunity is open to all candidates qualified at the GS-13 grade level or Commissioned Corps Officers (O-5).

Please enter **Detail: Health Communication Specialist (June)** in the subject line of e-mail.

Interested applicants should submit their documents via email to: CTP-Recruitment@fda.hhs.gov.

To be considered for this opportunity, all requested documentation must be submitted by the announcement closing date, **Friday, June 23, 2023**.

Detail is reimbursable.

Travel Expenses will not be paid.

Candidates must express interest by June 23, 2023

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