

**REIMBURSABLE DETAIL
FDA Center for Tobacco Products**

The Food and Drug Administration (FDA) Center for Tobacco Products (CTP), Office of Health Communication and Education (OHCE) is offering a Detail opportunity for a **Health Communications Specialist GS-1001-11**. Current employees at the GS-11 level are encouraged to apply. The Detail is available immediately for a period of 120 days. PHS Commissioned Corps Officers may apply.

Bargaining Unit Status:	Bargaining Unit Position
Position:	Health Communications 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:	July 5, 2023
Closing Date:	July 18, 2023
Area of Consideration:	CTP-Wide

CTP 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. 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 serve as a Health Communications Specialist on Campaigns Team 1 in the Division of Public Health Education, Office of Health Communication and Education, supporting the planning, implementation, and evaluation of tobacco education campaigns, programs, and activities designed to achieve behavior change and other positive health outcomes.

The duties may include:

- Applying communication strategies, theories, and practices for communicating with various audiences, particularly special populations including at-risk youth, multicultural youth, rural youth, and LGBTQ+ young adults.

- Evaluating public health problems, particularly those related to the use of tobacco products.
- Developing, testing, and disseminating science- and audience-based tobacco control messages and other public health products, tools, and materials to a wide variety of target audience populations in various formats and channels.
- Developing and presenting print, electronic, and audiovisual materials for technical and lay audiences; ensuring materials are based on audience research and are tailored for intended audiences.
- Preparing presentation materials (e.g., talking points, PowerPoint slides) for meetings, briefings, site visits, and clearance.
- Collecting social and digital data, findings from formative research or other science-based data to identify gaps in knowledge about diverse target audiences.
- Monitoring channel use (e.g., website, social media platforms, and public inquiry systems).
- Collecting information and assisting in integrating results with the planning and development of tobacco public education marketing strategies and messages.
- Providing some technical assistance on communication and marketing research and evaluation to internal and external groups.
- Working with health communication and marketing research and evaluation contracts and task orders.
- Tracking materials for management review, scientific review, and clearance.
- Collaborating across boundaries to build strategic relationships and achieve common goals.

Desired Knowledge and Skills:

- Project and self-management skills – ability to get things done and deliver in a complex environment (high visibility, deadlines, accelerated timelines)
- Excellent organizational skills
- Expertise in meeting deadlines in a fast-paced environment while managing multiple priorities
- Skill in working collaboratively
- Excellent oral and written communication skills

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-11 grade level or Commissioned Corps Officers (O-3/O-4).

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, **Tuesday, July 18, 2023**

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