

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-1001-12/13**. Current employees at the GS-12 and GS-13 levels are encouraged to apply. The Detail is available immediately for a period of 120 days. PHS Commissioned Corps Officers (O4/O5) may apply. A temporary promotion may be considered.

Bargaining Unit Status: **Bargaining Unit Position**

Position: Health Communications Specialist

Office Location: FDA
Center for Tobacco Products
Office of Health Communication and Education
10903 New Hampshire Avenue
Silver Spring, MD 20993

Duty Location: **Remote**

Opening Date: **November 21, 2023**
Closing Date: **December 5, 2023**

Area of Consideration: **HHS-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 OHCE, Division of Public Health Education (DPHE) 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 #3, 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:

- Formulating priorities, strategies, and practices for communicating public health messages to various audiences.
- Analyzing 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.
- Developing 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 tailored to diverse audiences.
- Preparing and presenting campaign materials 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 at-risk audiences.
- Monitoring channel use and making recommendations for optimizations to improve message delivery to intended audiences. (e.g., websites, social media platforms, and public inquiry systems).
- Providing technical assistance on communication and marketing research and evaluation to internal and external groups.
- Collaborating across divisions and offices to build strategic relationships and achieve common goals.

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)
- Expertise in meeting deadlines in a fast-paced environment while managing multiple priorities
- Expertise in communication best practices, public health marketing principles, methods, theories, techniques, and tobacco control.
- Expertise in applying research or evaluation results to the development of health communication and marketing messages.
- Strong oral and written communication skills, and the ability to develop a variety of documents such as project descriptions, communication and marketing plans, and reports about audience research and results.
- Working knowledge in planning and implementing paid media campaigns addressing tobacco control and public health communication strategies designed to achieve behavior change.
- Working knowledge 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.

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-12 and GS-13 grade levels or Commissioned Corps Officers (O4/O5).

Please enter **Detail: CTP, OHCE Health Communications Specialist (November)** in the subject line of e-mail.

Interested applicants should submit a copy of their resume, most recent copy of SF-50, and statement of interest via email to: CTP-Recruitment@fda.hhs.gov.

Detail is reimbursable.

Relocation expenses will not be paid.

Candidates must express interest by December 5, 2023

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