OVERVIEW

As a Writer/Editor for the Bureau of Primary Health Care (BPHC)’s External Affairs Division (EAD), the incumbent will be responsible for producing digital content (e.g., e-newsletter articles, blogs, audio podcasts and video scripts) and other print materials about the Health Center Program for internal and external stakeholders under short and recurring deadlines.

RESPONSIBILITIES

- Create, review and update a variety of online and printed materials for internal and external audiences;
- Serve as technical authority on use of Plain Language and best practices for web writing;
- Coordinate review of material by subject-matter experts and consult on the composition and development of a variety of online and printed materials;
- Conduct research, interview, organize, write, revise and clear items produced through the highest levels of the Bureau;
- Provide editorial support for senior writer/editors, formats and precedents and perform rewrites to submitted official documents.

EXPECTED RESULTS

Gather and generate content from subject-matter experts into final products

- Generate a variety of online and/or printed materials for technical and lay professionals (e.g., informational flyers, fact sheets, newsletter articles, speeches and talking points).
- Modify the style and format of material for the appropriate medium or publication.
- Review online material for use of Plain Language, desired tone and appearance.
- Develop statements to explain complex program policies.
- Conduct research using authoritative sources to understand external perspectives on agency programs and policies.
- Ensure materials reviewed by agency officials conform to editorial standards and policies.
- Writedigital content that address or clarifies complex program and policy issues.

Review and update a variety of online, printed materials for internal and external audiences

- Advise senior staff and management on the most logical and effective presentation of visual and editorial content on the web.
- Determine the overall length and tone of written materials for different types of digital publications, such as newsletters and blogs.
- Create and revise web-based materials to reflect organizational priorities, balance, and digital communications best practices.
- Gather information with subject-matter experts to develop web content and a variety of other types of digital publications.
• Proofread and edit documents for adherence to various writing principles, such as Plain Language, AP style format, grammar, spelling, etc.

**Analyze and select the most logical, pertinent and effective use of information and determine how it is presented**

• Determine information needs, format and style of writing for varying intended audiences.
• Conduct research to verify accuracy of data presented on the web and within other digital publication.
• Determine and ensure consistency with other key messages, priorities or other information presented by the organization.

**PREFERRED EXPERIENCE AND COMPETENCIES**

• Ability to provide technical authority (i.e. Plain Language and best practices) for the creation of web content and digital publications;
• Ability to explain complex technical information in Plain Language
• Skill in web content development and digital publications
• Ability to analyze and present information gathered