

Position Title: Health Communications Specialist
Grade/Rank and Series: GS-11, 12 or 13, or Commissioned Corps equivalent
Bargaining Unit Status: Bargaining
Duty Station: Rockville Only

Bureau of Primary Health Care Office	Job Series	Duty Station
External Affairs Division (EAD), Office of Strategic Business Operations (OSBO)	Health Communications Specialist (1001)	Rockville Duty Station Only

OVERVIEW

As a health communications specialist for the Bureau of Primary Health Care (BPHC)'s External Affairs Division (EAD), the incumbent will serve as content expert and advisor for the development, implementation, and evaluation of communication and marketing plans and strategies used to inform the stakeholders about the Health Center program, policies and related health issues. They will also will plan, implement, and evaluate a variety of health communication and marketing activities designed to increase positive health program outcomes, as well as enhance program effectiveness by applying relevant social marketing practices and health communication theories.

RESPONSIBILITIES

- Coordinate and conduct activities related to long- and short-range planning; program and project development, implementation and evaluation; audience research; and translation and dissemination of health program information to audiences in a variety of formats;
- Provide advice, technical assistance and leadership in planning and developing communication and marketing priorities, plans, campaigns, strategies, and practices;
- Guide the development, testing, and disseminating health program and audience-based products, tools, and messages (i.e., via written, electronic, and audiovisual formats);
- Develop, implement, and manage national communication programs, projects and initiatives for various audiences.
- Develop and implement communication and marketing plans, programs, projects, and strategies for the Health Center program participants and other audiences;
- Develop, test, and disseminate products, tools, and messages to different audiences in a variety of formats;
- Conduct and manage information gathering, audience research and program evaluation activities for health communication and marketing;
- Serve as a liaison between program and other communication staff and with external stakeholders on program-specific issues.

EXPECTED RESULTS

Contributes to the leadership, management and oversight of state, regional, or national public health communication and marketing plans, projects and campaigns.

- Evaluate impact of health program information, programs and policies on communication efforts.
- Develop communication tools such as communications plans, fact sheets, program briefings, questions and answers, program summaries, web pages, and issue briefs.
- Prepare messages and materials for diverse audiences, including professionals and new media.

Plans, applies, and evaluates various communication science and marketing techniques to achieve optimal program results and promote positive health outcomes.

- Develop strategies for using electronic health communication and marketing channels to increase the impact of programmatic policies and other information.
- Integrate results of internal and external audience feedback into the planning and development of communication strategies.
- Develop and maintain systems for producing and managing integrated communication and marketing efforts across multiple channels/media.
- Ensure that health communication activities use accepted principles and best practices.
- Develop, test and disseminate audience-based communication products.
- Determine recommended communication method based on target audience or issue being addressed.
- Manage the clearance process for all strategic communications plans, publications, presentations, speeches, and other materials.

Conducts and manages audience research and program evaluation activities for health communication and marketing.

- Conduct quantitative and qualitative communication program and impact evaluations.
- Conduct communication program trend analyses using web and social media metrics and other data.
- Ensure that messages and materials are aligned with statute, program goals and policy guidance.
- Ensure that communication strategies are consistent with program goals and objectives.
- Review processes to identify and recommend modifications that improve the efficiency of operations or the quality of products and the ability of the intended audience to understand the information.
- Review and evaluate established reports and policies to determine appropriate changes to improve the efficiency of current operations.

Serves as a liaison between program and other communication staff and with external stakeholders on program-specific issues.

- Develop health communication technical and business proposals and plans.
- Offer strategic communications assistance to internal and external customers.
- Present health communication briefings or presentations to various groups.
- Provide advice, guidance, or recommendations to senior staff regarding public health issues to ensure the level of importance is conveyed.

PREFERRED EXPERIENCE AND COMPETENCIES

- Skill in developing and implementing health communication approaches
- Ability to develop and implement strategic communication and marketing plans
- Knowledge of health communication methods and practices
- Ability to evaluate the effectiveness of health communications programs
- Ability to formulate and execute communications and marketing strategies
- Knowledge of health communication and marketing principles, methods, theories, practices, and techniques
- Knowledge of coalition building and partnership development
- Skill in developing and implementing health communication channels