

Job Title	Research Assistant: Social Media/Tech (RA
PVN ID	CC-2211-005215
Category	Research
Location	The CITY COLLEGE of NEW YORK
Department	CUNY School of Medicine - Department of
Status	Part Time
Hourly Rate	\$18.00-\$25.00
Hour(s) a Week	20.00
Closing Date	Jan 11, 2023 (Or Until Filled)

General Description

Title: Research Assistant: Social Media/Tech (RA)

Starts: ASAP

Percentage of effort: 20 hours per week

Principal Investigator: Dr. Victoria Frye, MPH, DrPH, and Dr. Keosha Bond, EdD, MPH, CHES

Department:

CUNY School of Medicine - Department of Community Health & Social

Medicine

Description:

City University of New York's School of Medicine (CSOM) at The City College of New York seeks to hire a Research Assistant (RA) for an NIH-funded study to design and evaluate a community-level anti-HIV stigma and discrimination intervention in NYC. Under the direction and supervision of the Co-Investigator, the RA manages all aspects of digital and web-based recruitment and outreach and print and social media campaigns, leads the design of digital recruitment and outreach; creates images and text based on experience, collaborators (CAMBA team), and formative research. *The position is funded for five years.*

Study-Specific Aims:

T2C – TRUST to CHHANGE - Clinical Research Study

Increasing uptake of biomedical HIV prevention, post- and pre-exposure prophylaxis (PEP/PrEP) among groups most affected by HIV, including African-American or Black gay, bisexual, same-gender-loving, or other men who have sex with men (henceforth *Black MSM*), is critical to ending the HIV epidemic in the United States. HIV testing recommended ~3-6 months for key groups, is the gateway to PEP/PrEP; unfortunately,

both testing and PEP/PrEP uptake is low among Black MSM, even in areas with robust programs. Growing empirical research finds that ***experienced, anticipated, and community-level stigma and discrimination*** (HIV, testing/PrEP, homophobia, racism) drive fear/anxiety (of HIV+ results), avoidant coping (service aversion), and medical mistrust/medication skepticism (side effects concerns), which reduce HIV testing and PEP/PrEP uptake. Reducing *experienced* stigma and discrimination, by reducing community-level stigma and supporting individuals to *cope with, avoid and resist stigma and discrimination* can reduce stigma internalization and consequent negative outcomes and ***increase HIV testing and PEP/PrEP uptake***. In addition, increasing peer/social support, feelings of autonomy/self-efficacy, and perceived empowerment can ***increase HIV testing and PEP/PrEP uptake***.

Other Duties

Duties and Responsibilities:

- Manage all aspects of digital and web-based recruitment and outreach and print and social media campaigns as part of 5-year NIH-funded intervention study
- Lead the design of digital recruitment and outreach; create images and text based on experience, collaborators (CAMBA team), and formative research.
- Monitor and track all engagement with recruitment and outreach
- Meet weekly with the CAMBA team to ensure digital recruitment is complimentary
- Coordinate design of social and print media campaign to be launched mid-way through the intervention; work with a design consultant to implement/deploy/place campaign based on experience, collaborators (CAMBA team), and formative research.
- Monitor and track all engagement with the social media portion of the media campaign
- Coordinate with the F2F recruitment team on direct messages and responses to outreach, especially regarding recruitment using social networking apps (Grindr, Jack'd, etc.)
- Directly enroll participants into the study as needed
- Conduct other tasks as needed

Qualifications

Experience and Skills

- Demonstrated experience managing social media campaigns
- Fluency with social media platforms (specifically IG and TikTok), including social networking apps specifically Grindr, Jack'd, Adam4Adam, etc.
- Creative and flexible; ability to use analytics and intuition to design and adapt social media content that speaks to multiple subgroups within broad communities
- Ability to produce high-quality content quickly
- Highly responsive to social media and community trends, as well as responses to content
- Professional and good-natured and desire to work to end the HIV epidemic in NYC
- Experience and familiarity with gay, bisexual, same-gender-loving, and/or Black/African-American and/or queer communities of NYC are highly desired.
- Must live in NYC, preferably someone in Central Brooklyn

Educational/Training

Undergraduate Student or Graduate Student

For consideration, please upload a resume/CV and cover letter to the RF Careers page.

If you have any questions, please contact Dr. Victoria Frye VFrye@med.cuny.edu or Dr. Keosha Bond kbond@med.cuny.edu.

Experience and familiarity with gay, bisexual, same-gender-loving, and/or Black/African-American and/or queer communities of NYC are highly desired. The City University of New York is an Equal Opportunity Employer.