
Job Title	Communications Associate
PVN ID	PH-2403-006183
Category	Research
Location	CUNY SCHOOL OF PUBLIC HEALTH & HEALTH POLICY

Department

Status	Full Time
Annual Salary	\$50,000.00 - \$70,000.00
Hour(s) a Week	35
Closing Date	May 08, 2024 (Or Until Filled)

General Description

The Communications Associate will help to develop, plan, implement, maintain, and measure results of a comprehensive public relations and communications plan across the PHICOR (Public Health Informatics, Computational, and Operations Research), Artificial Intelligence, Modeling, and Informatics for Nutrition Guidance and Systems (AIMINGS) Center and CATCH (Center for Advanced Technology and Communication in Health) at CUNY Graduate School of Public Health & Health Policy (CUNY SPH) with a goal of elevating visibility, building positive awareness of the current, past, and future research/activities, and reinforcing the PHICOR and CATCH's mission. The Communications Associate will be responsible for translating and distilling the PHICOR and CATCH's research into attractive, lay friendly material. This person will be responsible for the administration, maintenance, and content management of the websites. This person will also maintain all media sites and will be responsible for developing and implementing social media strategies and creating high-quality, sharable content that maintains scientific integrity. This energetic and highly organized individual will provide content development, editorial, and production support for all publications and projects. The Communications Associate will also be responsible for helping to develop, foster, and maintain relationships with collaborators and key stakeholders.

Other Duties

- Coordinates with faculty, researchers, and staff to develop and distribute communications and marketing materials to target audiences.
- Develop innovative and compelling content for websites and multimedia materials that support the goals and objectives of the PHICOR/CATCH.
- Translate research and science into lay-friendly and attractive content, including but not limited to press releases/media advisories, announcements, website content, social media messaging, and marketing materials.
- Responsible for the writing of a wide variety of communication vehicles, including marketing and

promotion materials and publications. This includes proactively designing all digital content (e.g., website, digital flyers, graphics, videos) and PowerPoint presentations for a wide variety of audiences.

- Produce compelling social media-friendly content across all platforms.
- Work closely with the team to ensure integration across platforms and identify and prioritize effective content creation and storytelling opportunities.
- Monitor social media platforms in the event of crisis communications events. Use professional judgment to address comments, trends, or issues proactively when needed.
- Monitor online commentary and engagement. Provide reports and analysis on social media and continually seek to improve messaging, reach, and engagement.
- Stay current on social media campaigns, current events, trends, and tools.
- Make proactive recommendations for improvement and enhancement across all platforms.
- Assist with other administrative duties and responsibilities as assigned.

Qualifications

Requirements

Bachelor's degree required, preferably in journalism, public health or a related field with an interest in public health/science. Experience should include both writing and editing. Advanced degree may substitute for required experience, to the extent permitted by the RFCUNY equivalency formula. Demonstrated ability to work independently and take initiative in creating new editorial content, while also maintaining collaborative relationships. Organized, detail-oriented, and adept at juggling multiple assignments to meet deadlines. Ability to express ideas clearly and logically. Experience making challenging subjects accessible for lay audiences. Mastery of standard word processing programs and content management systems for websites. Working knowledge of graphic design and website maintenance.

Qualifications:

- Strong written and verbal communications skills.
- Motivated and creative, with at least 1 year of social media experience.
- Proven blend of storytelling skills and social media tactics.
- Experience using social media platforms for paid advertising.
- Ability to work well both independently and in a team environment.
- Excellent organizational skills, attention to detail, and ability to manage deadlines.