

Technical Writer/Editor - 1082

Develop health education campaigns and activities (could also be used for Public Health Analyst/Advisor, GS-685)

- Based on the IC's research and consumer needs, plans and implements effective and timely public education interventions designed to improve public health knowledge, attitudes, and practices
- Reviews reports, concepts, and products submitted by scientific staff and/or contractors in order to contribute to design and development of health communications messages and campaigns that are written in clear and concise language for lay audiences.
- Initiates contacts and collaborates with stakeholders, including health professional organizations, voluntary groups, Government agencies, and patient groups to form an increased number of partnerships over the prior rating period, for effective education campaigns.
- Develops training workshops, brochures and web-based messages, and other products intended to improve public health. (Possible quantifiable standard: proposing at least 2 new outreach activities in CY)
- Tests messages and public education materials when appropriate
- Based on consumer needs, develops and implements effective and culturally sensitive communications strategies to meet the needs of diverse populations
- Fosters inter-IC cooperation and effective use of communication strategies and resources by participating in 2 inter-IC meetings or other communication vehicles in CY.

Establish and maintain a dialogue and communication strategy with IC scientific staff

- Develops and maintains an effective working relationship with IC scientific staff to increase staff understanding of media issues, policies and procedures; communicates policies with new staff on an ongoing basis, as needed. Is proactive in setting up meetings with scientific staff at least once a year.
- Works closely with IC scientific staff to identify newsworthy research and to develop appropriate materials and media messages based on the research.
- Develops effective and timely talking points, speeches, Q&As and FAQs in partnership with scientific staff geared towards specific targeted groups.
- Provides coaching to scientific staff that deals with the media. Develops guidance that explains media issues in clear and concise language.

Communicate NIH-supported research advances through the media. Develops and implements media relations plans, strategies, and tactics to effectively communicate NIH research advances

- Plans, designs and writes effective, clear and concise reports, fact sheets, and other materials involving the translation of biological science, clinical medicine, health promotion and related fields into language that persons unfamiliar with those subjects understand.
- Develops communication products that demonstrate a technical understanding of the subject matter; products are clear, concise, and accurately convey scientific research and policy
- Develops technically sound news releases that are time sensitive; increases by 5 % the number of releases written over the prior rating period
- Assures that information is reviewed and released in accordance with established NIH/HHS policies, procedures and practices and within established timeframes.

Coordinate and respond to a variety of media inquiries

Division files are maintained in accordance with Division Director's established requirements; all of the following are applicable:

- Files are easily retrievable by the secretary or Division staff members;
- Files are logically organized, clearly labeled and neat; and
- Documents are filed within 5 days of receipt.

Administrative Support

- Appropriately triages incoming media inquiries in a timely manner based on deadlines and topic; acts as intermediary when reporters request an interview, accurately referring calls to staff, outside experts, or serves as an institute spokesperson, if need be, based on sound understanding of the issue involved.
- Assures proper clearances through the IC, NIH and as appropriate, HHS, in accordance with established written guidelines.
- Demonstrates an understanding of the media in considering appropriate responses to inquiries and ensures that responses to media calls are timely and accurate
- Maintains sufficient technical knowledge of IC programs and staff to accurately identify appropriate IC staffers and grantees who can conduct media interviews and serve as resources for the media
- Maintains sufficient knowledge of the field to refer media calls to appropriate outside sources, if staff unavailable
- Serves as spokesperson to the press and provides timely, knowledgeable and strategic advice to staff on media-related issues; is knowledgeable about institute positions and policy
- Establishes and maintains effective relationships with media representatives
- Suggests story ideas and angles that will further public understanding of disease categories; increase the number of feature articles, news releases, etc. by 5% over the prior rating period.
- Maintains familiarity with current communication vehicles and tools and applies this knowledge effectively and in a timely manner
- Based on knowledge and research, appropriately identifies journalists and media producers with an interest in or history of covering the scientific topic. Through e-mail, phone, and personal contact, explains the implications of the research and encourages media coverage in a timely manner.