

# COVID-19 Social Marketing Health Education Campaign

## Position Summary

The Tulane School of Public Health and Tropical Medicine is dedicated to serving on the frontlines during the Coronavirus (COVID-19) pandemic. At a time when many uncertainties regarding this virus are arising it is critical that the public have access to accurate and specific information. As a leading institution in the field of public health, we believe it our obligation to educate communities on how this virus impacts populations specifically. The Office of the Dean is looking for dedicated and enthusiastic students who are passionate about health education, health equity and communications to develop a multi-media social marketing campaign on COVID-19. This campaign, *The Skin You're In: Coronavirus and Black America*, will serve as a platform providing resources and communications to deliver timely, accurate, and relevant information, on the novel Coronavirus, to African Americans in the Greater New Orleans area.

## Essential Duties and Responsibilities

- Conduct formative research to select best strategies for health communication and implementation based on various audiences
- Collaborate with local business leaders and community members to identify communications needs
- Collaborate with local business leaders and community members to assist with development of effective content modality
- Apply communication theories and models to development of communication campaign
- Develop, test, and timely disseminate tools and messaging to different audiences in various formats
- Conduct target population research to determine gaps and monitor campaign success
- Develop content for audience to be distributed via social media, videos, newsletters, radio, etc.
- Develop messaging strategy to continually update audience on changes in health information and resources
- Maintain communications throughout pandemic to provide timely and accurate information

## Campaign Teams

- Research & Evaluation
- Communications
- Community Partnerships
- Media
- Creative Design & Content

## Desired Qualifications

- Student pursuing a graduate degree
- Experience in health communications, mass communications, social marketing, health equity, and/or diversity
- Specialized experience directly related to position proving applicant's knowledge, skills and abilities to successfully perform position duties
- Excellent spoken and written communications skills

## How to Apply

To apply for this position, please submit your resume and cover letter to Nahdi Bropleh at [rbropleh@tulane.edu](mailto:rbropleh@tulane.edu) ASAP.

\*This opportunity may be utilized as a practicum.