

Social Media College Student

General purpose:

As a member of PHICOR and CATCH, the Social Media College Student will be responsible for assisting with developing and implementing the social media strategy and creating high-quality, sharable content. This position will drive the implementation of impactful social media tactics and content to support the vision and goals of PHICOR and CATCH.

Responsibilities:

- Work with the Communications Director to develop and implement a comprehensive social media strategy.
- Work with the Communications Director to produce and schedule compelling social media-friendly content across all platforms.
- Translate research and science to a lay audience. Work closely with communications and research team to ensure integration across platforms and campaigns.
- Collaborate with communications and research team to 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.

Qualifications:

- 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.
- Strong written and verbal communications skills.
- Ability to work well both independently and in a team environment.
- Excellent organizational skills, attention to detail, and ability to manage deadlines.
- Ability to work 15-20 hours a week Monday – Friday.

Please send resumes and cover letters to PHICORteam@gmail.com.

PHICOR (Public Health Informatics, Computational, and Operations Research):

Since 2007, the PHICOR team has been developing and utilizing computational approaches, methods, models, and tools to help a wide range of decision makers address complex health and public health issues. This includes communicable and non-communicable diseases, various aspects of healthcare operations, and international development.

CATCH (Center for Advanced Technology and Communication in Health):

CATCH, a new University-wide Center located at CUNY SPH, aims to fulfill the need for new technology and communication approaches that help decision makers better understand and tackle systemic, deep-rooted issues in health.