Health Communications Fellow ($15/hour, 10 hours/week)

About CARE
The Community Alliance for Research & Engagement (CARE) is a public health organization, co-housed at Southern CT State University and Yale School of Public Health. At CARE, we work at the community level to achieve health equity and shift power by engaging community leaders and partners. Our focus is on research, policy, and practices that address the social determinants of health, including structural racism and poverty. This helps us identify, implement, and evaluate evidence-based practices that can achieve organizational and systemic change.

Health Communications at CARE
Communication is one component of effective public health program implementation and can support program objectives. It helps engage, inform, and educate communities of program activities. Communication can also impact awareness, knowledge, attitudes, and behaviors of individuals and groups to encourage new perspectives and approaches to make healthy living easier. Communication can result in early “wins”, increase community support, share successes, and help make healthy living the norm.

Job Description
The Health Communications Fellow will work closely with Communications lead at CARE to help design and develop content related to Flu Vaccinations, while managing CARE’s social media channels and website updates. An interest in health communication theory is a plus.

Skills Needed
Students applying for this position should consider themselves someone with an affinity for design, attention to detail, and have a strong understanding of how to use social media as a tool to build awareness. They must know and use a variety of social media channels and social media management software — such as Buffer and Hootsuite, and understand basic website editing (Squarespace experience a plus). They must have an understanding of basic graphic design, ability to use programs like Canva, and/or Adobe Illustrator are required. Preferably, candidates will have strong writing and editing skills, ability to take complex public health concepts and edit into simple, easy to understand content. as well as an ability to work independently and meet deadlines.

If the candidate is interested, there can be additional health communications work around the CDC REACH grant within this position.

Those interested in the position should submit the following to Sarah Gordon-Brilla (gordons11@southernct.edu):

- Resume
- Letter of Interest
- 1-2 strong sample posts for each social media channel (Twitter, Facebook, Instagram) that are generally based in health.
- A sample of a design you have made (flyer, social media graphic, logo, etc.)
- Student Application form (see next page)

The hours for this position are flexible and can be completed remotely.
REACH Graduate Student Fellowship
Student Application – Form 2

Student ID#: ____________________________

Name:
______________________________________________________________________________

Last                                           First                                           Middle

Current Address:
____________________________________________________________________________________

Number                                           Street

City                                              State                                           Zip

Phone Number(s):  (______)___________________________ (Cell)

(______)___________________________ (Home or other)

Email Address(es):  1.___________________________________ (SCSU email)

2.___________________________________ (Other email)

Academic Department:

____________________________________________________________________________________

Degree or Program:

____________________________________________________________________________________

Current Status:  ☐ Full-time Student  ☐ Part-time Student
Level of Study:  ☐ Graduate Student  ☐ Undergraduate Student

What is your availability for the REACH Graduate Student Fellowship? Please check all that apply.

☐ Fall 2020  ☐ Spring 2021
☐ Fall 2021  ☐ Spring 2022
Are you from or do you currently reside in one of the following New Haven neighborhoods?

☐ Dixwell       ☐ Newhallville       ☐ West Rock/West Hills
☐ The Hill      ☐ Fair Haven        ☐ West River/Dwight

If yes, how long have you/did you live there? ____________________(years/months)

☐ I am not from nor do I reside in any of the above New Haven neighborhoods.

Are you from or do you currently reside in the City of New Haven?

☐ Yes       ☐ No

If yes, how long have you/did you live there? ____________________(years/months)

Are you proficient in any language other than English?

☐ Yes       ☐ No

If yes, which language(s)?
______________________________________________________________

If you are not selected to be a REACH Graduate Student Fellow at this time, would you like to be included in our volunteer database so we may contact you about future volunteer opportunities with CARE?

☐ Yes       ☐ No
REACH Graduate Student Fellowship
Application Assessment Criteria

The following criteria will be used to assess all applications:

1. Alignment of the student statement of purpose with the mission and goals of REACH and CARE overall.

2. Ability of the student to clearly state their motivations for participating in the fellowship, their qualifications to be a REACH fellow, and alignment of the fellowship with their career goals. Overall, does the student make a compelling case for why they should be a REACH fellow?

3. Ability of the student to fulfill expectations of fellowship.

4. Knowledge of New Haven, as evidenced by New Haven residency and/or experience working in the priority neighborhoods.

5. Overall assessment of the student application. Taking all elements into consideration, the general strength of the application will be assessed.