



# The Scientific Consulting Group, Inc.

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## Job Ad – Digital Communications Specialist

Consulting firm in Gaithersburg, MD seeks a Digital Communications Specialist. Position will be based at our client site in Rockville, MD and/or may be approved to telework.

### Background

The Office of Strategic Coordination (OSC), located in the Division of Program Coordination, Planning, and Strategic Initiatives of the NIH Office of the Director, manages the NIH Common Fund. The Common Fund supports bold scientific programs that catalyze discovery across all biomedical, social, and behavioral research. Our initiatives are intended to be high-impact and may accelerate emerging science, enhance the research workforce, or remove research roadblocks.

The Digital Communications Specialist will serve as a member of OSC's Strategic Planning, Evaluation, and Communications (SPEC) Team.

### Tasks/services

- Work with OSC staff to devise communications strategies and provide coordination of communications tasks for the NIH Common Fund as a whole.
- Assist in communications and outreach strategy
  - Apply knowledge from communications education or experience to advise leadership on best practices and trends in public engagement
  - Assess public responses to communications products and provide recommendations on how they could be improved
  - Assist SPEC Team leadership in updating yearly Common Fund-wide communication plans
  - Help ensure fidelity of Common Fund brand
  - Use analytics to help refine web, social media, and overall communications strategies for the Common Fund.
- Assist in maintenance of Common Fund Communications Platforms
  - Manage the content and design of the Common Fund website. Review all content changes before publication.
  - Review and post approved content to Common Fund social media accounts.
  - Review individual communications and outreach plans for specific Common Fund programs and provide expert advice and guidance.
  - Review scientific highlights written by Common Fund staff for lay-friendliness
  - Identify Getty images that accurately represent the subject matter. OSC has a license for Getty images.
  - Apply best practices in graphic design to ensure Common Fund communications are visually compelling and informative
  - Coordinate the peer review process whereby Common Fund communications staff review each other's work
- Generate communications content about the Common Fund for a variety of audiences in a variety of formats
  - Create multi-media products, such as filmed video content, edited videos, animations, audio recording, etc.

- Create written (e.g. press release, social media posts, slides, etc.) or graphical (e.g. stock images, infographics, etc.) content as needed to enhance Common Fund communications.
- Plan and organize Common Fund engagement with the press and other media outlets
  - Review press releases for content, flow, grammar, consistent use of AP style, lay-friendliness
  - Prepare clearance templates for press releases and media inquiries
  - Draft talking points for consideration by Common Fund staff for use during interviews with reporters
  - Establish and maintain relationships with reporters and outlets interested in the Common Fund or its programs

**CERTIFICATIONS, LICENSE, PHYSICAL REQUIREMENTS OR OTHER EXPERTISE REQUIRED.** The contractor must have:

- Master's Degree in journalism, public affairs, or a related communications field. Two (2) years of specialized experience plus a BA/BS degree is equivalent to a Master's degree.
- Minimum three (3) years of experience with managing communications and outreach strategies for scientific organizations
- Minimum three (3) years of experience with managing complex websites in a content management environment (e.g., Drupal).
- Minimum three (3) years of experience with developing social media content and strategies.
- Expertise with Microsoft Office Suite (MS Word, Excel, Access, PowerPoint)
- Experience with filming/capturing live video content.
- Experience with video editing, particularly Adobe Premiere.
- Experience with graphic design software and principles.
- Strong communication skills, both oral and written.
- Excellent analytical, organizational and time management skills.
- Ability to obtain and maintain a NACI-1 security clearance

#### DESIRABLE SKILLS

- Experience or training in user experience (UX) principles and implementation

**Deliverables:** Deliverables associated with this work will include the following. Due dates will be determined as the work progresses.

- The development of communications strategies
- Updates to communication and outreach plans
- Results from analytics efforts
- Prepare information products about Common Fund programs for various audiences
- Prepare clearance templates
- Draft talking points
- Filmed video content
- Edited video content (live action and animated)

Interested candidates should submit a resume and cover letter.

SCG is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.