Marketing and Community Relations Masters Research Fellowship Opportunity 2022-2023

The Health Communication Research Laboratory (HCRL) is offering one Marketing and Community Relations Masters Research Fellowship (two years, renewable year-to-year) to incoming graduate students at the Brown School pursuing an MSW, MPH, MSP, or joint degree. We are looking for a creative and self-motivated student with an interest in health communication or social research who wants to promote the activities of the HCRL to key stakeholders.

The HCRL conducts innovative, community-based research to increase the reach and effectiveness of health information to vulnerable populations. The HCRL is committed to sharing and disseminating the programs and products it develops, building community partnerships, and developing a diverse public health workforce. For additional information and descriptions of our research and programs developed, please review our website: http://hcrl.wustl.edu.

Skills and Qualifications

Interested applicants should have excellent verbal and written communication skills, an awareness of various social media platforms and analytics, and be a team-player. An outstanding fellow should be able to build relationships with lab members and have excellent multitasking and organizational abilities. Students who have an awareness of community/media relations, graphic design, or strategic communication best practices are preferred.

The student should be able to work an average of 10 hours per week.

Responsibilities

The student will primarily be responsible for supporting ongoing community relations tasks at the HCRL. These tasks and responsibilities include:

- Conduct internal interviews and environmental scans to inform content development
- Prepare and distribute newsletters
- Plan and manage the social media calendar
- Create social media content and post on various social media platforms
- Review social media analytics to guide public relations planning
- Students with advanced analytic skills may have the opportunity to assist in additional social media data management and analysis tasks
- Help with the planning and hosting of lab events
- Support website management
- Performing other HCRL or project-specific duties as needed in collaboration with the HCRL Public Relations Team