**Job Title:** Knowledge Translation Blog Coordinator

**Department:** Department of Psychology

**Location:** Vancouver Campus

**Job Summary**

The Women’s Health Research Cluster is recruiting two Knowledge Translation Blog Coordinators to coordinate a multidisciplinary Women’s Health Blog.

The Knowledge Translation Blog Coordinators will work with a cross-functional team to write for and promote a blog that brings cutting edge research on diverse healthcare topics (e.g. racism, traumatic brain injury, COVID-19) to the general public. The incumbents are responsible for planning, writing and promoting at least 12 blog posts together.

Ultimately, the Knowledge Translation Blog Coordinators are responsible for creating compelling content to help us achieve our vision and mission, which are to create a future where women can live a healthy and equitable life from birth to old age (vision) by promoting, expanding and catalyzing women's health research (mission). The Women’s Health Blog promotes women’s health research across a wide audience to inspire new research, change individual’s health behaviours and connect professionals to one another.

**Work Performed**

In consultation with the Women’s Health Research Cluster senior leadership team, the successful candidates will:

- Create a set of communication guidelines that formalizes the purpose, writing style and expectations of the Women’s Health Blog.
- Leverage timely topics relating to women’s health including (e.g. anti-racism practices in healthcare, COVID-19) and world health days (e.g. Alzheimer Day, Brain Health Day) to research and write at least 12 blog posts.
- Conduct literature reviews on each article topic to ensure comprehensive coverage is provided.
- Identify and recruit guest authors to either co-author or author additional blog posts. Guest authors can be trainees, researchers or community professionals.
- Ensure language used to discuss scientific concepts is tangible for a lay audience.
- Edit and publish blogs on the Women’s Health Research Cluster website.
- Meet regularly with experienced professionals to learn about best practices for science communication through blogs, marketing strategies and gain guidance throughout the year.
- Create various promotional assets such as press releases; work with our team to advertise blogs through local media outlets.
- Plan messaging for social media posts to advertise the blog.
- Evaluate blog impact by generating and analyzing data related to search optimization, social media, click-through rates and web analytics.

**Organizational Status/Supervision**
Reports to the Director, Women’s Health Research Cluster with supervision by the Cluster Manager. The Coordinator will also liaise with diverse professionals including guest authors, communication experts and knowledge translation specialists.

Consequence/Complexity

The work and decisions of the Knowledge Translation Blog Coordinators will have an impact on the Women’s Health Research Cluster’s efficacy, particularly related to achieving its vision. Further, as a relatively new organization it is critical for us to build a reputation as reliable sources of credible information for general consumers. Thus, is it pertinent for the candidates to create content that is professional, accurate and conveys material in an easy-to-understand way for viewers. The position requires the ability to maintain accuracy with strong attention to detail and to exercise good judgment, tact and discretion. The position requires the student to exercise exceptional organizational skills. Inappropriate or incorrect communications reflect poorly on the Women’s Health Research Cluster. Inattention to detail regarding the accuracy of research shared in blogs would impact the clusters reputation.

Qualifications, Experience and Fit

- Must be eligible for UBC’s Work Learn Program.
- UBC graduate students in neuroscience, health promotion, medical sciences or an appropriate combination of relevant skills and experience will be considered.
- Experience with WordPress is an asset.
- Excellent written communication skills are necessary.
- Demonstrable creativity and attention to detail.
- Ability to research and understand diverse subjects including neuroscience, social determinants of health, gender equality as well as sex and gender-based analysis in healthcare.
- Well-developed planning and organizational skills; ability to multi-task and prioritize.
- Can work independently and in teams.
- Ability to exercise initiative, resourcefulness and sound judgment.
- Eager to learn and communicate new research.
- Be adaptable, responsive, collaborative and enthusiastic about producing high quality products that further the reputation and presence of our cluster.

Student Learning Components

Orientation and Training:

- A workplace orientation will be provided to familiarize the student to resources within the cluster and at UBC. The clusters vision, mission and strategic plan will be reviewed to ensure the student understands how their role supports the goals of the cluster.
- The student will be encouraged to complete UBC-wide training initiatives, such as COVID-19 Safety Training & Rules, Health and Safety, Privacy Matters, Bullying and Harassment, and Positive Space.
- The student will receive training from Dr. Liisa Galea about writing strategies and writing voice.
- Thandi Fletcher (Senior Media Relations Specialist, UBC) will teach the incumbent how to tailor blogs for the media.
• After the student writes their first blog, they will meet with Bonnie Vockeroth (Communications Specialist, UBC) to learn about social media promotion strategies and gain guidance in developing their own. Galea, Vockeroth and Fletcher will remain available to support the execution of students’ writing and promotion strategies.
• In addition, there will be opportunities for students to attend our online communication workshops and webinars related to women’s health.

Feedback, Support and Reflection:

• The student and supervisor will have weekly project Zoom meetings to discuss priorities, brainstorm ideas and problem solve.
• The supervisor will be in daily contact with the student through Slack, email and phone when needed.
• The Director will hold bi-weekly meetings with the student to provide guidance and support related to scientific content, potential guest authors and other matters as needed.
• The student will receive on-going feedback and recognition in addition to ongoing performance management outlining expectations and any training requirements.
• The student will have a mid-term check-in/evaluation and an exit interview.
• Goal setting, self-assessment and personal development planning will be encouraged and supported.

Personal and Professional Development:

• In this position, the student will strengthen their writing, knowledge translation and technical skills. They will develop a sound understanding of writing strategies used to communicate research through casual online content and will become adept in using technology required to do so.
• The student will develop relationships with multiple knowledge translation and digital content professionals, our Director and multidisciplinary professionals that are recruited to co-author blogs. This will bolster their professional networks, which could be useful for knowledge translation or academic initiatives they pursue in the future.
• The student will be able to build their portfolio of digital communications. Having published content will help establish and give the students exposure, which may lead to further opportunities in their career path.
• Through this position, the student will develop a strong understanding and expertise in content curation—skills that are increasingly important in the workplace today.
• The student will develop evaluation skills by measuring the impact of each blog.
• This position will expose the student to a wide variety of research, which will foster deeper content expertise in women’s health.
• Depending on the background of the successful student, there is the opportunity for them to showcase their own research, which adds to their exposure.

Classroom Learning, Workplace Skills and Competencies:

• The student will have an opportunity to build on their classroom learning by developing, exploring, implementing and evaluating creative communication ideas and strategies.
• The student will manage their own schedule and priorities, with support from the supervisor when needed. The student makes decisions on how best to execute the
tasks. This will help them utilize their own judgment and time management in the classroom.

- The student will lead meetings with staff, faculty and other professionals to develop blog concepts and identify guest authors.
- The student will build their collaboration skills by working in a supportive work environment with open communication, shared brainstorming, and problem solving.
- Students will be exposed to research relevant to their degrees and will develop a knowledge of science communication. In addition, they will be able to think critically and gather, sort, store and use information to turn knowledge into engaging stories. They will also have the opportunity to attend the clusters online Women’s Health Seminar Series, which will complement their studies.
- This position provides flexibility to allow students to alter their hours on a weekly basis, with communication to supervisor.

**Networking and Mentorship Opportunities:**

- The Women’s Health Research Cluster has a Trainee Network comprised of over 90 students. We have been providing these students with a safe, supportive, and inclusive environment to learn about women’s health and practice professional skills through our various trainee initiatives. The Knowledge Translation Blog Coordinator will have the opportunity to network with and co-author blogs with students in this network.
- This position is a part of a larger knowledge translation skill building initiative the cluster is launching in September. Through this initiative, the student will meet regularly with knowledge translation professionals (Dr. Liisa Galea, Director, Women’s Health Research Cluster; Bonnie Vockeroth, Communications Specialist, UBC, Thandi Fletcher, Senior Media Relations Specialist, UBC) to learn about science communication and gain guidance as they practice what they learn.
- The student will collaborate and build relationships with a large number of multidisciplinary professionals, thus providing an opportunity to expand their network.
- The student will be closely mentored by a world-renowned scientist with expertise in women’s health (Dr. Liisa Galea). Guidance and support will be provided, in addition to opportunities for the student to work independently.

**Salary/Wage:** $22.32/hour  |  **Hours per week:** 10
**Duration:** May 1, 2020 – August 31, 2021
**Send resumes, cover letters and writing samples:**
Katherine Moore, Network Manager  |  Email: womenshealth.res@ubc.ca