



Global Digital Health Network - Communications Fellow

Start date and end dates: To be completed between August 2020 and May 2021

Total hours: 400 hours

Location: Remote

***Stipend available (for US and non-US applicants)**

About the Global Digital Health Network

[The Global Digital Health Network](#) (“the Network”) envisions a world where technical innovation supports improved health and contributes to better quality, accessibility and sustainability of health services and health outcomes, particularly for underserved populations in low resource environments. Formerly known as the mHealth Working Group, the Network was established in 2009 by global health organizations for global health organizations, and has now grown to be a 3900+ person-strong networking forum with members from 117 countries to share information, engage with the broader community, and provide leadership in digital health for global public health. Our events and communications are a venue to share practical and flexible guidance with each other and the community. We also seek to engage with and learn from digital implementers in non-health sectors, so that we may strengthen our respective digital technologies.

The Network’s core functions include:

- **Convening:** Host open meetings with presentations by/for members on selected digital health topics, providing a global forum to discuss accomplishments and lessons learned.
- **Knowledge Management:** Facilitate sharing of experiences, lessons learned and resources.
- **Promising Practices:** Identify, develop, promote and advise the best available approaches for the development, implementation, and evaluation of digital health projects and practices; create and share tools and resources that enable adoption of promising practices and their adaptation to local circumstances.
- **Collaboration:** Identify and facilitate opportunities for joint activities and partnerships among members locally, regionally and globally, across sectors.
- **Capacity Strengthening:** Enhance skills and organizational capacities in digital health at all levels.



- Advocacy: Engage decision makers and stakeholders working in international health and development at all levels to mobilize planning and resources for digital health.
- Leadership: Leverage member strengths and support their ability to organize digital health efforts, including participation and leadership in member network activities.

The Network is currently recruiting a remote fellow to support its operations. The fellowship will work under the management of the Network co-chairs.

Scope of Work

Description of overall learning objectives and goals for the fellowship/benefit to the Fellow:

- Hands-on experiential learning
- Immersion in a professional International NGO environment
- Exposure to global digital health community
- Increased accountability and professional skills with an emphasis on communications, social media, and marketing
- Experience planning a conference for an international audience

Proposed activities:

- Manage the Network's communications and social media platforms, including the website, listserv, Twitter, and LinkedIn, including developing guidance
- Research and disseminate information and news pertinent to the Network
- Develop a comprehensive social media strategy for the Network which would include plans and processes for:
 - Creating weekly engaging content to grow social media presence and promote the Global Digital Health Network
 - Developing a social media content calendar with curated messages the Network can use for future needs
 - Responding to social media inquiries and coordinate with co-chairs to either resolve issues or forward requests as appropriate
 - Experimenting with new and alternative ways to leverage social media activities
 - Developing a framework or set of processes to track social media and listserv engagement
 - Analyzing social media metrics to track growth, engagement and other relevant metrics
- Developing updated branding materials for the Global Digital Health Network



- Support marketing efforts for the Global Digital Health Forum 2020, including but not limited to:
 - Planning for advertising Forum registration and generating interest and attendance for the Forum
 - Support creation of communications materials for key audiences including members and potential donors including Forum Save the Date postcard, Sponsor Prospectus, and other Forum materials
 - Generate toolkits for Advisory Council representatives and other individuals (as needed) with templated messages and suggestions to promote the Forum
 - Liaising with the Media Committee to promote the Forum before, during, and after the event

Knowledge, Abilities, And Skills Required:

- Interest in and commitment to the Network vision of a world where technical innovation supports improved health and contributes to better quality, accessibility and sustainability of health services and health outcomes, particularly for underserved populations in low resource environments
- Knowledge and understanding of social media platforms (Twitter, LinkedIn, etc.)
- Knowledge and understanding of social media platform analytics (Hootsuite, Tweetdeck, etc.)
- Interest in communications, project management, and/or media involving social networking for global development
- Experience using graphic design software
- Experience using analytical tools
- Self-motivation and the ability to work both independently and collaboratively
- Creativity and a willingness to experiment
- Must be enrolled in a graduate level program (e.g., Public Health, Health Informatics, or related field)
- Comfortable working across professional levels with diverse professionals
- Articulate and eager to learn, expand personal knowledge, and contribute to a cutting-edge area in global health
- Experience in planning, managing, and executing multi-step projects and reaching milestones on time without sacrificing accuracy and quality
- Must possess strong problem-solving skills and the ability to think strategically
- Excellent writing skills and ability to capture core points from conversation and translate into written content
- Must be able to speak fluent English; French or Spanish a plus.



Description of skills to be developed and/or expanded:

- Communications
- Analytics
- Graphic Design
- Project management

Application

To apply, submit your cover letter, resume, and answers to the questions below to <https://bit.ly/GDHNfellows> by **Monday August 10th, 23:59 EDT**

Questions to send with cover letter and resume:

- 1) How does this fellowship align with your academic program?
- 2) How does this fellowship align with your career goals?
- 3) What do you find most exciting about digital health?
- 4) What are you most interested in learning about during your fellowship?

The Global Digital Health Network is dedicated to building an inclusive workforce where diversity is valued.

The Global Digital Health Network is an equal opportunity employer. Every qualified applicant will be considered for employment. The Global Digital Health Network does not discriminate based on race, color, religion, gender, gender identity or orientation, genetic information, age, national origin, marital status, disability status, political ideology, military or protected veteran status, or any other characteristic protected by applicable US federal, state, or local law.