



***Health Education & Behavior*, a Journal of the Society for Public Health Education (SOPHE), is looking for a *Social Media Editor* to join the Editorial Team.**

This is a new role within our editorial team designed to lead the social media presence and engagement of *HE&B*, working closely with the Editor-in-Chief.

The qualities we are looking for include:

- a. Minimum of masters-level education, preferable in public health, health communications or health education.
- b. Demonstrated experience in managing social media for a group –e.g., Twitter, LinkedIn and analytics tools.
- c. Excellent writing and editing (Photo/video/text) skills.
- d. Creativity, especially with visual media.
- e. Some experience in publishing is desirable.
- f. National SOPHE member.

The responsibilities of the Social Media Editor include:

- a. Build and execute social media strategy.
- b. Create and disseminate content (original text, images, video or HTML)– largely from *HE&B*—for social media, such as Twitter and LinkedIn that builds meaningful connections and encourages community members to take action.
- c. Manage *HE&B* social media accounts, including generating and maintaining engagement.
- d. Moderate all user-generated content in line with SOPHE social media policies.
- e. Collaborate with other SOPHE communications and journal staff to manage the journal’s reputation, identify key players and coordinate actions.
- f. Regularly report on basic data/ metrics of social media presence.
- g. Participate in conference calls with the Editorial Team and the Editorial Board.

If the candidate is not a SOPHE member, s/he will be required to join the Society. It is also expected that the Social Media Editor will use her/his own smartphone or computer and have availability to work at various times (given the nature of social media). It is estimated that this position will require approximately 4 hours/week.

The Social Media Editor will be an official member of the Editorial Team – at a level comparable to that of Associate Editors, and will receive an annual honorarium of \$2,000, payable in semi-annual installments. The appointment is for one year, after an initial probationary period of 6 months. The appointment is renewable for a second year.

## **Application**

To apply, submit the following material to SOPHE's Human Resources Department via: [hr@sophe.org](mailto:hr@sophe.org): a CV and a cover letter (no longer than 2 pages) describing your qualifications for the role. Please put the words "HE&B Social Media Editor" in the subject line. **The deadline is June 1, 2018** and we expect the Social Media Editor to start by August 1, 2018.

**About Health Education & Behavior** (see <http://journals.sagepub.com/home/heb> )

Health Education & Behavior (HE&B) is a peer-reviewed bi-monthly journal that provides empirical research, case studies, program evaluations, literature reviews, and discussions of theories of health behavior and health status, and strategies to improve social and behavioral health. HE&B also examines the processes of planning, implementing, managing, and assessing health education and social-behavioral interventions. This journal is a member of the [Committee on Publication Ethics](#).

Editor-in-Chief: Jesus Ramirez-Valles, PhD, MPH, professor & director, University of Illinois at Chicago School of Public Health