



**PERC-med**

Pesticide Educational Resources Collaborative - Medical

## PERC-med Request for Applications for Marketing Professional

PERC-med is looking for an experienced, organized and motivated marketer to lead strategic efforts, write copy, design ads, and develop marketing campaigns to increase health care provider's awareness of pesticides. This is a part-time position with compensation for approximately 5-20 hours per week. All work will be remote. Work is anticipated to continue for 12 months or longer. The successful candidate will have demonstrated experience reaching medical providers and will inform, design, and execute marketing activities directed to providers across the United States. Work may involve strategizing on key messages and branding, editing copy, producing layout, and working with third parties to disseminate messaging. Examples of educational materials are clinician briefs, webinars, info sheets, case studies, online courses, infographics, and other key messaging platforms. Applications are due by **Monday July 6, 2020**.

### About [PERC-med](#):

PERC-med is the Pesticide Educational Resources Collaborative for Medical Professionals, a 5-year cooperative agreement (#X-83935901) between the U.S. EPA's Office of Pesticide Programs and University of California Davis Extension, in collaboration with Oregon State University. PERC-med is an interdisciplinary team with a strong culture of collaboration. The [project's Advisory Board](#) includes scholars in toxicology, nursing, public health, agricultural education, as well as practicing medical providers.

### About the Project:

The primary goal of this project is to widely promote and market pesticide-related health resources to medical providers across the U.S. to help them prevent, recognize and treat pesticide-related health conditions. Resources include but are not limited to educational courses, information sheets, clinician briefs, webinars, and other items from a set of curated educational resources. Resource distribution will target multiple disciplines including primary care, emergency medicine, environmental and occupational health, pediatrics, public health nursing, reproductive health, and rural/agricultural health clinicians. Distribution channels could include platforms such as social media, peer reviewed publications, professional health care provider organizations, conferences, newsletters, email campaigns, and other relevant mechanisms. We anticipate this project to continue for 12 months or longer.

### Marketing consultant:

Applicants must have at least 5 years of experience developing and executing marketing campaigns that target medical providers. Applicants must have the resources and equipment to perform all work remotely including a reliable internet connection, video conferencing software/app, availability to meet remotely with the project team, and have the Microsoft Office suite and Adobe Acrobat Pro. Times of peak effort may be flexed to accommodate schedules. Desired applicant(s) will have demonstrated success with campaigns targeted to health care providers, preferably with national medical organizations and professional societies, or with health care industry partners.



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Highly desired:

- At least 5 years' experience developing and executing marketing campaigns targeting health care providers
- Familiarity with marketing strategies and methods for diverse medical audiences
- Familiarity with medical terminology, tools and sites used frequently by medical providers
- Ability to write copy, edit copy, and format attractive outputs (i.e. announcements, newsletter items, ads). This includes possession of design and layout skills for the output production.
- Passion to serve on a project that could help farm workers and other vulnerable populations

The job may include some or all of the following:

- Meet with the PERC-med team to develop ideas, messages, methods, and work plans.
- Evaluate external examples, best practices, and resources relevant to the project.
- Work in close collaboration with project team lead(s) to develop effective campaign(s) for distributing and advertising pesticide-related training and educational materials.
- Incorporate input from targeted user groups, including medical providers such as nurses, physicians, physician assistants, and nurse practitioners, among others.
- Write copy, edit copy, format visuals to be effective.
- Work with organizations to have PERC-med materials published.
- Suggest appropriate methods and strategies to reach the targeted audience groups.
- Maximize cultural competence and sensitivity.
- Use project management expertise to guide project and keep to established timelines for creation and release.

Freelancers, health communications specialists, marketing professionals, pharmaceutical or medical device sales representatives, public affairs professionals, public information specialists, medical academics, and advertising organizations are encouraged to apply. Compensation is available.

### Application Procedure & Selection:

Complete the web-based form available [here](#). Be prepared to describe your qualifications, availability, compensation requirements, and any experience you have marketing to medical provider audiences.

### **Application receipt deadline: July 6, 2020**

PERC-med administrators will make the final candidate selection and will notify all applicants of their decision by July 27, 2020.

For questions please contact Diana Simmes (drsimmes[at]ucdavis.edu) or Rebecca Belloso (rabelloso[at]ucdavis.edu).