**Job Title:** Knowledge Translation Video Series Coordinator

**Department:** Department of Psychology

**Location:** Vancouver Campus

**Job Summary**

The Women’s Health Research Cluster is recruiting two Knowledge Translation Video Series Coordinators to assist with the development of a new multidisciplinary **Women’s Health Video Series**.

The Knowledge Translation Video Series Coordinators will work with a cross-functional team to initiate, produce and publish a new YouTube video series, which will bring cutting edge research on diverse topics (e.g. sex and gender-based analysis, neurogenesis, mental health) to the general public. The incumbents are responsible for planning, recording and editing bi-monthly episodes together.

Ultimately, the Knowledge Translation Video Series 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). This video series will promote 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:

* Develop a video series template with input from key knowledge translation specialists including Zachary Rothman (Senior Producer & Creative Lead, Video & Digital Media, UBC).
* Plan bi-monthly episodes by building episode themes, writing video scripts, identifying and recruiting guest speakers.
* Conduct background research on each video topic to ensure comprehensive coverage is provided.
* Record bi-monthly videos either remotely, on campus, or a combination of both, depending on physical distancing restrictions.
* Ensure language used to discuss scientific concepts is tangible for a lay audience.
* Edit and publish videos on YouTube using specialized software such as OpenShot Video Editor.
* Collaborate with and direct UBC Journalism students, who will be commissioned to support video production through filming.
* Meet regularly with experienced professionals to learn about best practices for science communication through video production, marketing strategies and gain guidance throughout the year.
* Create various promotional assets such as posters and press releases; work with our team to advertise the video series with local media outlets.
* Plan messaging for social media posts to advertise videos.
* Evaluate video 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 interviewees, digital media producers, and knowledge translation specialists.

**Consequence/Complexity**

The work and decisions of the Knowledge Translation Video Series 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 curate videos that are professional, accurate and convey 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 and good judgment when in high pressure situations. Inappropriate or incorrect communications reflect poorly on the Women’s Health Research Cluster. Inattention to detail regarding the accuracy of research shared in videos would impact the clusters reputation.

**Qualifications, Experience and Fit**

* Must be eligible for UBC’s Work Learn Program.
* UBC graduate students in media studies, neuroscience, journalism, psychology, or an appropriate combination of relevant skills and experience will be considered.
* Experience with audio and video editing software is an asset.
* Excellent written and oral communication skills
* 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.
* 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 new technologies and 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.
* Hands-on training in video production will be provided by Zachary Rothman, Senior Producer & Creative Lead, Video & Digital Media, UBC.
* The student will meet regularly with two senior-level professionals that have experience producing videos for science communication (Dr. Lori Brotto, Executive Director, Women’s Health Research Institute; Dr. Sarah Munro, Knowledge Translation Expert) to learn about best practices for knowledge translation and gain guidance throughout the year.
* After the first video is produced, trainees will meet with Bonnie Vockeroth (Communications Specialist, UBC) and Heather Chang (Digital Communications Specialist, BC Women’s Foundation) to discuss and develop marketing strategies. These professionals will remain available to meet with trainees to answer questions and provide guidance.
* 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 guests 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 video production, knowledge translation and technical skills. They will develop a sound understanding of the optimal strategies used to communicate research through videos 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 researchers that are interviewed. 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 episode and develop a sound understanding of project management practices.
* 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 project 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 video scripts and identify researchers to interview.
* The student will build their collaboration skills by working in a supportive work environment with open communication, shared brainstorming, and problem solving. These skills will be particularly fine-tuned through the co-creation of video episodes with their Knowledge Translation Coordinator partner.
* Students in psychology or neuroscience 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 videos. They will also have the opportunity to attend the clusters online Women’s Health Seminar Series, which will complement their studies.
* For students in media studies or journalism, they will gain in depth experience in translating research into tangible information for the general public using digital communication technologies. This provides an opportunity for students to put their classroom knowledge into practice.
* 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 60 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 Video Series Coordinator will have the opportunity to network and collaborate 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 (Zachary Rothman, Senior Producer & Creative Lead, Video & Digital Media, UBC; Dr. Lori Brotto, Executive Director, Women’s Health Research Institute; Dr. Sarah Munro, Knowledge Translation Expert) 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 also be in a position to interact with UBC digital content development professionals through meetings, which extends their network even further.
* 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:** $21.37/hour | **Hours per week:** 10
**Duration:** September 1, 2020 – April 30, 2021
**Send resumes and cover letters:**Katherine Moore, Cluster Manager | Email: womenshealth.res@ubc.ca