**About Sickle Cell 101**

Sickle Cell 101 (SC101) is a global nonprofit organization dedicated to educating, empowering, and connecting the sickle cell community through innovative, evidence-based, and culturally relevant health education. With a digital footprint reaching over 3 million people annually across 130+ countries, SC101 is the leading source for real-time, patient-friendly content about sickle cell disease (SCD).

We are seeking a **Multi-Media Health Educator** who can translate complex health information into accessible, engaging, and inclusive multimedia content tailored to people living with sickle cell disease, their caregivers, and the broader global community.

## **Position Overview**

The **Multi-Media Health Educator** will be responsible for developing and delivering engaging educational content across SC101’s platforms—including social media, podcasts, webinars, videos, and digital campaigns. The role requires a strong background in health communication, excellent storytelling skills, cultural sensitivity, and a passion for reducing health disparities through digital education.

## **Key Responsibilities**

### Multimedia Content Development

* Translate complex medical and scientific information about SCD into clear, engaging, plain-language content (video, audio, text, graphics)
* Create scripts and visuals for:
  + Animated explainers
  + Short social media videos (Instagram Reels, TikTok, YouTube Shorts)
  + Podcast segments
  + Story-based testimonials or educational storytelling
* Partner with production staff, designers, and external collaborators to bring content to life

Educational Resource Creation

* Develop fact sheets, infographics, and toolkits in collaboration with medical experts
* Design content aligned with SC101’s programming
* Ensure content is culturally appropriate, readable at various health literacy levels, and adheres to SC101’s accessibility standards (e.g., translations in French, Portuguese, Spanish).

### Community-Facing Education

* Participate in or moderate live events (e.g., *Ask the Experts*, Instagram Lives)
* Represent SC101 on panels or in recorded interviews when appropriate
* Monitor community questions and identify opportunities for new educational topics

### Evidence-Based + Culturally Relevant

* Ensure all content is evidence-based (sourced from CDC, NIH, ASH, etc.)
* Apply best practices in health literacy and digital health communication
* Incorporate real-time community insights and patient experiences from surveys, comments, and feedback

## **Qualifications**

### Required:

* Bachelor's degree in Public Health, Health Education, Communications, or related field  
   (MPH or health-related graduate degree preferred)
* 2+ years experience in health education, public health communications, or digital advocacy
* Demonstrated experience developing multimedia educational content
* Strong writing and editing skills for plain-language medical education
* Comfortable on camera and/or hosting virtual events or podcasts

### Preferred:

* Knowledge of sickle cell disease or experience in chronic illness advocacy
* Video editing, podcasting, or animation software proficiency (Descript, Canva, InShot, Adobe, etc.)
* Bilingual or experience producing content in multilingual formats
* Experience with content planning tools (Notion, Airtable, Hootsuite, etc.)

**Soft Skills**

* Deep cultural humility and understanding of racial health disparities
* Creative storyteller who understands community needs
* Collaborative and comfortable working across diverse teams
* Open to feedback and continuous learning in a fast-paced, mission-driven environment