


[All About PHI](#)
[News & Events](#)
[People & Programs](#)
[Public Health 101](#)
[Resource Library](#)
[Skip to Content](#)
[Who is PHI?](#)
[Board of Directors](#)
[Senior Management](#)
[● Employment](#)
[Fundors & Financials](#)
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# Employment - Job Description

September 29, 2008

## Media Researcher

The Public Health Institute (PHI) is a large non-profit public health organization conducting a broad range of public health research, training, and technical assistance programs in California, throughout the nation, and around the world. PHI is seeking a full time Media Researcher (MR) for the Berkeley Media Studies Group (BMSG). This position is located in Berkeley, CA.

BMSG, a project of the Public Health Institute, conducts media content research on public health policy issues. This includes both framing analyses and rigorous scientific studies of news coverage, advertising, and online content. Our research leads the field of framing in public health and helps inform our strategic communications advice for advocates on a range of public health policy issues.

BMSG is seeking an MR to lead our media research work. The primary role of the Media Researcher at BMSG is to direct research and media content analyses across grants and content areas at BMSG. The Media Researcher reports to the Director of BMSG and works with the Director to determine research directions.

This position requires a professional with demonstrated knowledge of the communications framing literature; experience in content analysis research, including ability to calculate inter-coder reliability statistics and other statistical research analyses; and exceptional writing and project management skills.

### **Duties & Responsibilities:**

- Design and direct studies to assess and analyze the content of print and electronic news and advertising for the public health and communications literature and for BMSG projects and publications.
- Develop and document research methodology including research questions, codebooks, coder training, and data entry screens.
- Lead the research team in researching and writing framing memos on a variety of public health topics.
- Research and write other pieces as directed or initiated.
- Monitor professional journals such as Journalism Quarterly, Advertising Age, AJPH, and HEB, etc., and share relevant studies and findings with BMSG staff.
- Conduct periodic literature reviews of new research in the areas of media advocacy, mass communications, framing, and public health. Disseminate findings to BMSG staff.
- Represent BMSG when reporting study results at professional and/or community meetings and others as directed.
- Develop materials related to framing studies for publication by BMSG in the form of background papers, Issue, and for submission to peer-reviewed journals.

- Assist Director with grant writing for future research and framing projects.
- Supervise the research assistants and coders.
- Create and maintain FileMaker databases for TV, Internet, and newspaper studies.
- Pursue new research opportunities, though grant writing, collaboration with colleagues, and other activities.
- Suggest studies and new areas for research that would help BMSG accomplish its mission.

**Qualifications:**

- A Bachelors degree is required although a Doctoral degree in public health, communications or related field is strongly preferred.
- At least 3 years experience in content analysis research or similar field.
- Authored research published in a peer-reviewed journal. (Co-authorship may be acceptable.)
- Demonstrated understanding of media advocacy and how content analyses can be applied to social change efforts in media advocacy initiatives.
- Demonstrated understanding of framing concepts with regard to both communications and public health.
- Demonstrated ability to conduct quantitative and qualitative content analyses with academic products as well as applied products such as framing memos.
- Demonstrated organization, writing, oral communication, and supervision skills.
- Demonstrated high skill level on the Macintosh computer using System OSX or higher and Filemaker Pro or equivalent relational database.
- Basic statistical analysis skills and facility with SAS, SPSS or related statistical programs.
- Ability to conduct intercoder reliability statistics such as Scott's Pi.
- Ability to work well with minimal supervision.

**Compensation:**

Salary is commensurate with experience. PHI offers a generous benefits package including medical, dental, vision, short/long term disability insurance, life insurance, 403b (tax sheltered annuity) and partial subsidy of public transportation cost. For more information about PHI's benefits, please visit [www.phi.org](http://www.phi.org).

Please send cover letter and resume ASAP to:

Public Health Institute  
555 - 12th Street, 10th Floor  
Department #148, Oakland, CA 94607-4046  
Or email resumes to: [jobs@phi.org](mailto:jobs@phi.org) including Dept #148 in the subject line  
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