



Prevention and Advocacy: Peer Educator Job Description

Summary and Scope of Position:

The Peer Educator position is ideal for a student majoring in health exercise physiology and/or education, and/or a student with a passion for health and wellness. The successful candidate will be hired within a cohort (6 students) to undergo training and collaborate to educate the campus community about social health issues impacting college-students, specifically alcohol and other drugs.

Specific Responsibilities:

1. Examine evidence-based practices for health promotion and harm reduction related to college-specific social health and wellness including but not limited to health behaviors around alcohol, marijuana, prescription drugs, and vaping - especially during a global pandemic - and the connection and impact to mental health, academic success, and resilience.
2. Determine the educational gaps for students based on national trends and Ursinus' culture to inform content creation; assess the student body's knowledge change due to health promotion efforts
3. Create social norms marketing messages for mass media using statistics provided by National College Health Assessment (NCHA), the EverFi Wellness course, and other data
4. Build a social media following through engaging with students online; promote and/or create positive health and wellness messages related to alcohol and other drugs
5. Work with supervisor to update and edit website to include more interactive and engaging content on social health
6. Create short video clips with educational messages to be used campus-wide
7. Create content specific for targeted groups such as LGBTQ students, first years, athletes, students in Greek Life, those hosting/attending events with alcohol, abstainers, those in recovery from a substance use disorder, and other specific groups identified
8. Assist with evaluating and updating the Event Director program to ensure the training and process follows best practices; possibly work as Lead Event Director once events can be hosted again on campus
9. Assist graphic designer and videographer with requests as needed for their projects to be completed
10. Analyze the efforts of the semester through creating a written report submitted the last week of each semester that identifies all the health promotion materials created and the impact on the student body's knowledge, attitudes, beliefs, and behaviors.

Additionally, the student worker will:

- Complete National Peer Educator Certification through completing virtual training
- Attend a weekly 1:1 with supervisor to plan and track progress on tasks and obtain mentorship
- Serve as a visible role model in the community

Qualifications:

- Current Ursinus upperclassman studying a field related to health, health promotion, psychology, and/or marketing or have a passion for the topic area
- Creative by nature with demonstrated initiative to create and implement new ideas
- Strong media and marketing skills including video editing, website design, and content creation
- Ability to work independently and as part of a team
- Open and honest communication

*Submit application found on Prevention and Advocacy website or email Katie Bean, kbean@ursinus.edu to request the application. Applications due by October 4, 2020 at midnight. Interviews will take place October 5th through October 9th and the position will begin October 12th.

Compensation:

This position is generally 6 hours per week throughout the academic semester at \$10 an hour. The hours are flexible to work within the candidate's class schedule. The contract is per semester and can be renewed at the beginning of each semester after mutual agreement between supervisor and student is made based on completion of work, continued interest, and ability. Work can be done remotely and the weekly supervision meeting will be done virtually.