

About DONA International

DONA International is the world's first, largest and leading doula certifying organization. When our founders created DONA in 1992, they professionalized the role of the doula. Since then, we have certified more than 12,000 DONA International doulas in more than 50 countries!

DONA International's primary function is to provide excellent doula education and certification to a diverse population of doulas world-wide. DONA International promotes the highest quality perinatal support for birthing mothers and their families by setting the standard for doula education and training, and by advocating the research-based benefits of doula care.

We are a nonprofit, 501 C 6 organization, which means that DONA International works only to serve our doulas and members and to carry out our mission. Our organization exists to support doulas professionally and advance our vision of a doula for every person who wants one. This nonprofit model is important to us, and our members tell us it's important to them too.

DONA International aims to promote high quality birth and postpartum support by setting the standard for the doula profession through evidence-based training and certification for doulas of diverse backgrounds.

Vision: A doula for every person who wants one.

Overview

DONA International is pleased to submit this proposal for services to support our organization's communication strategy and goals. We are looking for a talented Communication Contractor to oversee and coordinate DONA International's communication outlets. We hope the new Contractor brings significant talent and enthusiasm to this independent contractor position.

The Objective

This position helps DONA International fulfil several objectives:

- To coordinate DONA International communications in collaboration with the Board of Directors as well as area contractors and staff.
- To promote and represent DONA International to the membership and world at large

Scope of Project

The selected contractor will have a one-year contract to oversee, manage and maintain communications along with the Director of Marketing and Public Relations, designated committees, and volunteer leaders. The selected independent contractor will:

- Collaborate with leadership and staff to develop and execute annual communications plan
- Collaborate with publications team to create, coordinate, and execute marketing and messaging efforts
- Write copy and supply imagery for DONA communications, including stock imagery and designed graphics
- Ensure the public face of DONA International reflects the vision and mission of the organization
- Increase the awareness of the role of the doula and respond to requests for information from media outlets
- Supports the activities of the Marketing and Public Relations Director to recruit and maintain an active Marketing and Public Relations Committee

- Assist with the activities of the committees, subcommittees and contractors of the Marketing and Public Relations division
- Assist in website activities (edits, creation of new pages, changes) using
- Manage DONA's blog by identifying and engaging writings/bloggers, editing copy, making the post available on the DONA website, and securing 4 posts a month

On average, these duties and responsibilities are estimated at 15 hours per week.

Qualifications

DONA International is looking for a Communications Contractor proficient in the following areas:

- Excellent organization and communication skills
- Good project management skills, ideally knowledgeable in project management software
- Familiarity with DONA International publications and brand
- Experience working in teams
- Ability to write copy
- Ability to create/design graphics using graphic software
- Proficient in computer skills and software such as adobe, excel, Dropbox, WordPress
- Phone, email and Internet capability
- Education in and/or knowledge of public relations, marketing and media issues

The ideal candidate will possess the following qualities:

- Appreciation for the doula profession
- Interest in birth and birth-related communities

Instructions for Submissions

Independent contractors interested in being considered should submit:

- Introduction letter highlighting relevant experience
- Resume
- At least two examples of prior work
- At least two references
- Fee

All questions and submissions should be submitted using the online form or to:

Jose F Segarra, Executive Director

DONA International

executivedirector@dona.org

All submissions must be received by 11:59 PM CT on January 1, 2020

Purpose:

It is the policy of DONA International that all Board of Directors, committee chairs and members, contractors and consultants shall, in actions taken by them on behalf of DONA International, avoid conflicts and the appearance of such conflicts, between their personal and professional interests and those of DONA International. This policy guideline shall be furnished to each Board of Director, committee chair, committee member, contractor and consultant.

Definition:

A volunteer, contractor or consultant shall be considered to have a personal or professional interest in any educational program, publication, contract, grant, investment decision or similar transaction from which the volunteer, contractor or consultant or a member of his or her immediate family (i.e., spouse, child, sibling, parent) will or could receive payment, profit or other remuneration, or if any commercial or non-profit entity with which he or she is associated may similarly benefit.

Enforcement:

The President or Executive Director should regularly review the Disclosure Forms to be able to remind those in conflict if necessary. Depending on the policy, a member with a conflict either will leave the room before discussion starts or may participate in deliberation but will not be present during the voting. This process protects the organization from biased decision making and allows the board to keep its integrity.

Disclosure:

Disclosure of personal interest shall be accomplished in the following manner:

I. Disclosure Form:

An essential part of a strong conflict-of-interest policy is a disclosure form. This is a document that every board member, committee chair and member, contractor and consultant should fill out annually, listing all of his or her professional, financial and personal affiliations that might affect his or her independent decision-making capacity during service to DONA International. This document serves as a guide to determine conflict of interest over specific issues. The Disclosure Form should be presented to the Executive Director to be filed with the DONA International Home Office by January 1st of each year.

II. Discussion and Vote:

At the beginning of any formal discussion of any issue before the board or committee in which a board or committee member concludes that a conflict of interest exists, the member shall inform the Executive Director or committee chair and committee that such a conflict exists and shall refrain from discussing or voting on such issue. The minutes of such discussions shall identify any members abstaining from such discussion or votes.

If any questions shall arise as to whether a particular activity or organizational association constitutes a conflict of interest for a board member, committee chair or member, contractor or consultant, the question shall be submitted to the Board of Directors for decision. A majority vote of the Board of Directors shall decide such questions. In any case in which the Board of Directors determines that a conflict of interest exists, the board member, committee chair or member, contractor or consultant shall take the action required above. If the board member, committee chair or member, contractor or consultant fails to take the action required, the Board of Directors may remove said individual according to the requirements existing under the DONA International By-laws or may ask said individual for resignation of his or her term or position.

Guidelines to help determine what may be a conflict of interest:

A conflict of interest can be considered to exist in any instance where the actions or activities of an individual on behalf of DONA International also involve the obtaining of an improper gain or advantage to an individual, an entity with which they are affiliated, or an adverse effect on the interests of DONA International. This includes instances in which the individual acts to support or advance projects at their place of employment or business, or for a place for which they provide consultant services. Conflicts of interest can also arise in other instances. Although it is impossible to list every circumstance that may give rise to a potential conflict of interest, the following will serve as a guide to the types of activities that might cause conflicts.

I. Outside Interests:

To hold, directly or indirectly, a position or financial interest in any outside concern from which the individual has good reason to believe DONA International secures services.

To compete, directly or indirectly, with DONA International in the purchase or sale of property rights, interests or services.

II. Outside Activities:

To render directive, managerial, or consultative services to any outside concern or association that does business with or competes with the services of DONA International in the field of doula training and certification.

No board member, representative, committee chair, committee member, consultant, business associate, affiliate or trainer from another national or international organization that offers doula training and certification will hold any DONA International leadership position.

In general, members of the Board of Directors and committees may provide personal, professional or consultant services to commercial and other entities consistent with other contents of this statement, but may do so only in their individual capacities and not as a representative of DONA International. The identities of such relationships should be made by each member of the Board of Directors, as noted above.

III. Gifts, Gratuities and Entertainment:

To accept gifts, gratuities, entertainment or other favors from any outside concern that does, or is seeking to do, business with DONA International.

IV. Outside Information:

To disclose or use information relating to the business of DONA International for the personal profit or advantage of the individual or her/his immediate family, or an entity with which the individual is affiliated.

Conflict of Interest and Disclosure Form

Please initial in the space at the end of Item A and complete Item B, whichever categories are appropriate; and sign and date the statement and return it to the requesting party.

A. I am not aware of any relationship or interest or situation involving my family or myself which might result in, or give the appearance of being, a conflict of interest between such family member or me on one hand and DONA International on the other. _____

Initials

B. The following may be relationships, interests or situations involving me or a member of my family that I consider might result in or appear to be an actual, apparent or potential conflict of interest between such family members or myself on one hand and DONA International on the other; _____

Initials

For-profit corporate directorships, positions and employment with:

Nonprofit trusteeships or positions:

Memberships in the following organizations:

Contracts, business activities and investments with or in the following organizations:

Other relationships and activities:

My primary business or occupation at this time is:

I have read and understand DONA International's conflict of interest policy and agree to be bound by it. I will promptly inform the President of DONA International of any material change that develops in the information contained in the foregoing statement.

Type/print name

Signature

Date



Non-Disclosure Agreement

It is important for all volunteers and service providers of DONA International to respect the confidential nature of documents and information learned in the course of their interaction with DONA International and other volunteers and service providers.

Confidential Information includes all proprietary information, such as member lists, and all non-public information belonging to or about DONA International. Information should be considered non-public unless it is published on the DONA International website or distributed in written form outside of DONA International committees or governing bodies.

By signing below, you confirm your agreement to keep all Confidential Information confidential and refrain from disclosing it unless specifically authorized to do so by DONA International. This Agreement survives the end of any volunteer or service period for DONA International.

Signature: _____

Printed Name: _____

Date: