



## Communication Director Position Description

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### **Purpose of Job:**

To uphold the mission and vision of DONA International. To govern, establish and oversee policy, direct the activities of leadership, committees and management, and approve all actions pertaining to the business of DONA International. To promote and represent DONA International to the membership and world at large.

### **Duties/Major Areas of Responsibility:**

- Provide organizational leadership and advisement
- Formulate and oversee policies and procedures
- Adopt, review and fulfill strategic initiatives
- Determine, regularly evaluate and monitor DONA International's programs and services
- Attend all Board of Director meetings and participate in teleconference meetings
- Provide oversight of the board, committees, management and others involved in the governance, leadership and administration of DONA International's business, finances and programs
- Evaluate committee structure to meet current and future organizational needs
- Submit semi-annual reports pertaining to activities within the respective department(s)
- Ensure necessary resources for the health and development of DONA International

### **Additional Duties/Major Areas of Responsibility:**

#### Chair

- Work to maintain the public face of DONA International as a reflection of the vision and mission of the organization
- Oversee (volunteers, contractors or staff) marketing campaigns for the organization
- Collaborate with contractors, staff, and volunteers to create/carryout marketing initiatives
- Respond to requests for information and carry out interviews with media outlets
- Recruit and maintain an active Marketing and Public Relations Committee
- Oversee the activities of the committees, subcommittees and contractors of the Marketing and Public Relations division
- Production and publication of the International Doula (DONA International's quarterly publication for its membership), the eBlast updates, DONA International's e-mail newsletter for its membership, and the DONA Doula Chronicles blog
- Oversee and maintain the production and publication of all DONA International publications, including but not limited to, brochures, position papers, display advertisements, the web site and any and all other outgoing documents and publications so that they reflect current and consistent information and policy
- Review, edit and approve the publication and/or distribution of DONA International documents and materials distributed by the Certification Committee, Education Committee, Public Relations Committee, Conference Committee, Advocacy Committee and any such other outgoing documents and publications so that they reflect current and consistent information and policy
- Review and approve any stipends paid to volunteer translators and contractors before forwarding to Executive Director

#### Committee

- The *Publications Review Committee*, which evaluates all DONA International publications, including but not limited to, the International Doula, the eBlast update, the web site, and all

other outgoing documents and publications which contain DONA International's name and or logo. Standing members include the President, President-Elect, Director of Education, International Doula Managing Editor, eBlast update Editor, and Blog Manager. Additional members as required.

- The *Editorial Committee* reviews and edits material for inclusion in the International Doula. The Editorial Committee is comprised of volunteer DONA International members, who report to the Managing Editor under the direction of the Director of Publications.
- The *Review Committee* evaluates the appropriateness of content for inclusion in the International Doula prior to final selection. Standing members of the Review Committee include the President, President Elect, Director of Publications, Director of Education, Intercultural Director and Director of Public Relations. Intercultural and Public Relations directors will provide additional approval for design and images prior to publishing.

**Responsible to:**

Members

Board of Directors

**Required Qualifications:**

- Education in and/or knowledge of public relations, marketing and media issues
- Experience, knowledge, training and facilitation skills in the areas of birth equity, cultural diversity, cultural awareness, and/or cultural humility is strongly preferred
- Leadership and management experience, preferred
- Excellent organization and communication skills
- Commitment to serve
- Phone, email and Internet capability
- Education in and/or knowledge of public relations, marketing and media issues
- Excellent writing and editing capabilities
- Efficient computer skills, including desktop and internet publishing
- Knowledge of publication market framework
- Knowledge of issues or concerns to doulas and growing families
- Ability to manage volunteers
- Good people skills

**Duration of Term:**

One (1) three (3) year term

**Time Needed (Per Week):**

Variable according to position: 10 +/- hours, dependent upon the cycle of activities

**Application Procedure:**

1. A resume' or curriculum vitae
2. A one (1) page letter of intent, which covers the applicant's goals for the position, demonstrates a working knowledge of the time commitment and responsibilities of the position; expresses a desire to serve DONA International and explains why the applicant is the right person for the position
3. Reference phone and email contact information for three (3) people who can attest to the applicant's qualifications
4. List of your doula community involvement, connections and contact information
5. Disclosure of any potential conflicts of interest should be made with application
6. Signed Confidentiality/Non-Disclosure Agreement

**Email Completed Application Packet to:**  
applyforleadership@DONA.org  
DONA@DONA.org

