

Purpose of the Job:

To provide wide dissemination of information of use to DONA International members and their clients while avoiding any express or implied endorsement of advertised services or products

Additional Duties/Major Areas of Responsibility:

- To procure, solicit and secure advertising and promotional materials for publication and dissemination in the *International Doula* quarterly print publication, on the DONA International website, on DONA International social media forums and/or associated with the DONA International conference, ensuring accuracy, appropriateness, grammatical correctness and aesthetic pleasantness
- To maintain consistency with the philosophy and principles of DONA International by ensuring all advertisements and advertisers are those whose services or products are appropriate and consistent with the interests and/or needs of childbearing women and families, parents of infants and children, or maternal- child health professionals and adhere to and promote the mission and vision of DONA International
- To maintain compliance with the World Health Organization (WHO) International Code of Marketing of Breast- milk Substitutes (the Code)
- To prepare promotional plans and media kits; oversee contract approval and payment of contracted fees, send reminders for advertisement renewals, ensure placement of advertisements as contracted by publication deadlines; and maintain appropriate records
- To communicate regularly with the Director of Publications about all aspects of advertising sales

Qualifications:

- Current DONA member
- DONA International certified doula in good standing, preferred
- Proficient in matters relevant to birth and postpartum professionals
- Excellent organization and communication skills
- Efficient computers skills, including desktop publishing software
- Knowledge and experience in print ad sales
- Self-motivated, resourceful, organized, accountable and attentive to details
- Excellent and communication people skills

Volunteer Committee:

The **Review Committee, under Publications** evaluates the appropriateness of advertisements for inclusion in DONA International publications prior to final selection. Standing members of the Review Committee include the President, President Elect, Director of Publications and Director of Public Relations

Advertising Editor Position Description

Responsible to:

- Membership
- Director of Publications and Board of Directors

Duration of appointment:

One (1) year term, subject to a yearly contract review; thereafter renewable. The Advertising Editor serves at the pleasure of the DONA International Board of Directors and Director of Publications at their discretion.

Stipend:

Fifteen (15) percent commission on each contract secured

Time needed (per week):

10-15 hours

Application procedure:

1. Complete online application
2. A resume or curriculum vitae (optional)
3. Disclosure of any potential conflicts of interest should be made with application
4. Signed confidentiality agreement

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