



## Social Media Contractor Request for Proposals - Independent Contractor

### 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 13,000 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.

**Mission:** The mission of DONA International is 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 Social Media Contractor to oversee and coordinate DONA International's social media outlets. We hope the new Contractor brings significant talent and enthusiasm to this independent contractor position.

### The Objective

This position helps DONA International fulfill several objectives:

- To coordinate DONA International social media communications in collaboration with the Board of Directors and committees 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 social media communications along with the Director of Communications, designated committees, and volunteer leaders. The selected independent contractor will:

- Collaborate with DONA International's Directors, Committees, staff, and others to develop and execute annual social media plan and editorial calendar
- Collaborate with Social Media Guidance Committee, Director of Communications, and others to plan, create, edit, approve, publish, manage, and assess social media efforts
- Write copy and supply imagery and video for DONA social media, including stock imagery and designed graphics, as needed
- Review and edit copy, images, and video supplied by leadership and staff to ensure consistency with DONA branding and messaging, as needed
- Ensure social media content is consistent with DONA branding, is in accordance with DONA International's Standards of Practice and Code of Ethics, and in support of its Mission, Vision and Statement of Values.
- Publish and distribute social media content at regular intervals
- Respond appropriately and in a timely manner to social media engagement in collaboration with the Social Media Guidance Committee and Director of Communications as needed
- Refer urgent situations that require a rapid response directly to the Director of Communications and Board of Directors as needed
- Increase DONA International's internet visibility and positive social media presence
- Assess and report social media performance to Director of Communications at regular intervals (monthly or quarterly as appropriate)

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
- Working knowledge of Social Media such as Facebook, Twitter, Instagram, Pinterest, Tiktok
- Experience working in teams
- Ability to write copy
- Ability to create/design graphics using graphic software such as Canva
- Proficient in computer skills and software such as adobe, excel, dropbox
- 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 and understanding of 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

All questions and submissions should be submitted to:

Josie Hernandez, Executive Director  
DONA International  
[executivedirector@dona.org](mailto:executivedirector@dona.org)