

International Doula Month Committee Position Description

Purpose of Job:

Work closely with the Director of Communications and other Committee and DONA International Board of Directors members to develop, implement, and evaluate a social media campaign for International Doula Month (IDM), May 1-31, every year.

Duties/Major Areas of Responsibility:

- Participate in monthly committee meetings with the Director of Communications, other Chairpersons, and special guests to update on committee-specific activities and generate ideas for IDM.
- Compile and maintain a list of potential IDM overall themes and (if desired) corresponding weekly focus themes for the committee to choose from every year.
- Select the upcoming IDM theme no later than July 1 for the Director of Communications to present to the Board of Directors for approval.
- Select the upcoming IDM weekly focus themes no later than July 1 for the Director of Communications to present to the Board of Directors for approval.
- Gather and create visual imagery for the upcoming IDM theme, including stock photography, graphics, original creations (Canva or similar) no later than November 1 for the Director of Communications to present to the Board of Directors for feedback.
- Write social media copy for the following year's IDM theme, including appropriate hashtags, accounts to tag or collaborate with on social media, etc., no later than November 1 for the Director of Communications to present to the Board of Directors for feedback.
- Make appropriate edits and changes to visual imagery and written copy per the Board of Directors' suggestions.
- Ensure upcoming IDM content aligns with DONA International's Mission, Vision, and Values, DONA branding guidelines, Anti-Racism and Inclusive Language Policies, Standards of Practice and Code of Ethics, and is representative of DONA International's diverse and global membership.
- Finalize the upcoming IDM social media kit no later than March 1 for the Director of Communications to present to the Board of Directors for feedback.
- Once the upcoming IDM social media kit is approved by the Board of Directors, provide all social media deliverables to Director of Communications, Social Media Contractor, Social Media Guidance Committee, DONA webmaster, email newsletter editor, and other appropriate committees, contractors, and Board Members no later than April 1.
- Throughout IDM, May 1-31, monitor and evaluate the impact and effectiveness of the IDM campaign in collaboration with the Social Media Contractor and Director of Communications.
- Contribute to semi-annual reports of committee activities.
- Participate in monthly meetings with IDM Committee Chair, fellow committee members, and Director of Communications.
- Complete assigned tasks to the best of your ability in a timely manner.

- Generate ideas for programs that are relevant to the specific committee.
- Work collaboratively with other Chairpersons, Directors, and Committees on high-level, interdisciplinary projects as needed.
- Promote DONA International when attending conferences of other organizations interested in childbearing issues in the state/province/area.
- Convey regional information relevant to policy making to the DONA International Board of Directors via the Director of Communications.
- Submit articles or information to the International Doula, blog, and more as appropriate.

Responsible to:

- Members
- IDM Committee Chair
- Director of Communications
- Board of Directors

Qualifications:

- Current DONA International member
- DONA certified doula in good standing or currently working towards certification
- Good organization and communication skills
- Phone, email, social media usage/accounts
- Internet capability

Time needed (per month):

2-10 hours

Duration of Appointment:

One (1) term, a 2-year term

Renewable upon Director of Communications and IDM Chair Input

Application procedure:

1. A resumé or curriculum vitae
2. A one (1) page letter of intent, which
 - a. Covers the applicant's goals for the position
 - b. Demonstrates a working knowledge of the time commitment and responsibilities of the position
 - c. Expresses a desire to serve DONA International
 - d. Explains why the applicant is the right person for the position
3. Reference phone and email contact information for two (2) people who can attest to the applicant's qualifications
4. Disclosure of any potential conflicts of interest should be made with application
5. Signed confidentiality agreement

Email completed application packet to:

The Director of Communications at commsdirector@dona.org