

## Midwives Alliance of North America

### DIRECTOR – DIVISION OF PUBLIC AFFAIRS

#### **RESPONSIBILITIES:**

The Director of the Division of Public Affairs has four key areas of responsibility:

- outreach activities
- communications and social media
- acquire and share knowledge of trends, activities and events in maternal and child health arenas
- marketing MANA.

The Director of the Division of Public Affairs is responsible for outreach to the broader world. The Director will communicate with media, MANA members, and the general public about events both within the organization and in the larger world of midwifery and maternal child health, helping to ensure that midwives will become widely known and respected in the United States and internationally as quality health care providers.

The Director will:

- be a current voting member of MANA
- attend all Board meetings and as many phone calls as possible
- be responsible for overseeing and/or planning, development, and implementation of all of the organization's marketing strategies, communications, and public relations activities, both external and internal
- work with the Communications Director to post activities and events in midwifery and maternal and child health arenas
- take leadership in MANA communication projects, including on Facebook, Twitter, and blogs
- in coordination with the Vice President, oversee Media Response Team and Press Officer
- manage marketing of sales, merchandise, and conferences
- oversee the following committees:
  - Communications Committee
  - Media Response Committee
  - Public Relations and Marketing Committee
  - ad hoc Committees as needed

#### **PREFERRED SKILL SET:**

Previous nonprofit board experience or volunteer experience for an organization with similar goals as MANA is preferred, but not required. Persons seeking this position will actively pursue, appreciate and mentor the broadest cultural and geographic diversity to the Board, and have knowledge of and commitment to cultural safety and competency. Additional preferred skills: broad and complete understanding of social media, liaison skills, ability to interact with public and the press, excellent speaking and writing skills.

#### **COMMITMENT:**

This position requires approximately fifteen hours per week but may be more depending on projects the Director wishes to participate in.

