

Summary of Director role and purpose

The Board of Directors is the legal authority for Doula C.A.R.E. Inc. (the “Organization”).

A Director (member of the Board) acts in a position of trust for the community and is responsible for the effective governance of the organization. A Director is elected by, responsible and accountable to Membership.

Qualifications / Experience / Special Skill Set

- Current Doula C.A.R.E. member (or become a member within 10 days of election)*
- Previous experience in leadership, organizational skills and some administrative skills would be beneficial
- Knowledge and skills in one or more areas of Board governance: policy, finance, programs, and/or personnel would be beneficial
- Phone, e-mail and internet capability
- Skills, knowledge and experience in the design and execution of marketing, communications and public relations activities
- Strong creative, strategic, analytical, organizational and personal sales skills
- Experience writing press releases, making presentations to the media
- Experience overseeing the design and production of print materials and publications
- Computer literacy in word processing, database management and page layout
- Commitment to working with shared leadership and in cross-functional teams
- Strong verbal and written communications skills
- Ability to manage multiple projects at a time

**per Doula C.A.R.E. By-laws*

Length of Term

- Two (2) year term, which is renewable for a maximum of three (3) terms or six (6) years of service.

Requirements

- Commitment to the vision, mission and goals of the Organization
- Be informed of the services provided by the Organization and publicly support them
- Prepare a written report for and attend the Annual General Meeting
- Attendance at Annual Board Orientation/Strategic Planning Retreat
- Attendance at quarterly Board meetings
- Prepare for and participate in the discussions and the deliberations of the Board
- Foster a positive working relationship with other Directors and Volunteers
- Be aware of, and abstain* from, any conflict(s) of interest (**any conflict must be declared at a meeting, and abstain from voting on the issue on which there is a conflict of interest*)
- Willingness to serve on at least one committee, or fulfill one role in addition to Director
- Develop a succession plan and identify a Member to be trained to assume the role of Marketing Director/ Director upon expiry of current term.
- Consult with the President between Board meetings as required.

Role & Responsibilities (Major Duties) of Marketing Director

- Creating, implementing and measuring the success of: a comprehensive marketing, communications and public relations program that will enhance the Organization's image and position within the marketplace and the general public, and facilitate internal and external communications; all Organization marketing, communications and public relations activities and materials including publications and media relations
- Ensure articulation of Organization's desired image and position, assure consistent communication of image and position throughout the Organization, and assure communication of image and position to all constituencies, both internal and external
- Editorial direction, design, production and distribution of all Organization publications
- Coordinate media interest in the Organization and ensure regular contact with target media and appropriate response to media requests. Coordinate the appearance of all Organization print and electronic materials such as letterhead, use of logo, brochures, etc.

Reports to

- Board
- Membership

Boundaries & Limitations

The Marketing Director must function within the By-laws of the Organization and agree to comply with the Code of Conduct, Communications Guidelines, and Standards of Practice that exist at the time serving in office.

Time commitment per month

The approximate number of hours/month that this position is expected to take is 8 to 10* (*including Board meeting preparation, meeting time, committee meeting preparation and meeting time, and role specific duties*)

** as this is a new role, it is expected that it will take considerably more time (hours/mo) to get the position established, launch new initiatives, and determine how much (if any) of the role needs to be outsourced, and then will taper off.*

Participation Group

Marketing Director forms, and serves as Chair of, a committee of 3-4 volunteers consisting of:
Communications, Web Administrator, Newsletter Editor, Forum Monitor

Benefits to the Volunteer

This position is a tremendous opportunity to serve the doula community by giving back to the community and the Organization. It provides the opportunity to gain a broader understanding of Doula C.A.R.E. and its dynamics while working with a team of other committed doulas. In addition you will gain hands on experience to: further develop skills in leadership; serve an important cause and contribute to the community good; develop or apply your knowledge, skills and experience; and find personal fulfillment.

AGREEMENT

In acknowledgement of the above listed responsibilities and expectations, I agree to serve as the Marketing Director during the two (2) year term of October 1, [year] to October 1, [year].

Date: _____

Signature (Print Name: _____)