

Director, Division of Public Affairs



Revised at the Midwives Alliance Board Meeting
May 2018

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 phone, virtual, and in-person Board meetings, and annual conference
- work with the Organizational Development Director to plan and develop marketing strategies and materials
- be responsible for implementation of the organization's marketing strategies, communications, and public relations activities, both external and internal
- work with the Communications Committee Chair 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
- branding and review of all MANA materials including conference
- oversee awards ceremony at conference
- manage promotion of sales, membership drives, merchandise, and conferences
- oversee the following committees:
 - Communications Committee

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- Media Response Team
- 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

The amount of time that members spend on MANA Board work ranges from 0 to 15 hours per week depending on the time of year and projects they are involved in. Board members are expected to follow through with deadlines and commitments made, with the understanding that we are all practicing midwives