

COMMUNICATIONS LEAD (INTERNAL)

The goal of the communications lead is to manage and maintain communications between the organization and its members. This includes questions that come in about doulas who wish to be PALS Certified. This role oversees several roles that may be divided into committees or other volunteers. Included in the Internal Communications is checking the info@palsdoulas email inbox regularly, forwarding messages as relevant, and responding to inquiries that are appropriate. The Communications Lead will coordinate with Certification, Community Outreach and Continuing education teams as necessary to ensure that all current PALS doulas are informed and included in all communications.

In line with PALS Mission and Vision, the Communications lead will pay special attention to an awareness of what it means to be anti-racist. They will help to raise awareness and opportunities to the importance of anti-racist work. They will create accountability and check-ins within PALS Doulas to ensure barriers are reducing and each opportunity, document, and event is equitable and inclusive.

Important aspects:

- Regular checking of PALS Doulas switchboard email (info@palsdoulas)
- Send board meeting minutes to membership each month
- Support of referrals within PALS doulas members
- Offer regular meeting opportunities for PALS doulas to communicate, connect and foster mentorship opportunities
- Support & coordinate with Certification team
 - Welcome email to new doulas upon purchase of certification packet
 - Ensure new members are added to mailing list (currently Mailchimp)
 - Communicate with current PALS doulas as their recertification date approaches
- Support & coordinate with Community Outreach team
 - Send announcements or requests to membership as necessary regarding volunteer opportunities, EHN updates, Marketing & Social media needs.
 - Communicate updates from the Provider Liaison and Welcome Doula as needed for general membership
- Support & coordinate with Continuing Education team
 - Ask for input, suggestions and requests for CE opportunities at connection meetings, report back to CE team
 - Send announcements and registration information about PALS CE offerings to membership
- Support Executive Committee in getting official announcements and requests to membership as needed
- Communication from other committees will be sent to the Communications lead and forwarded to membership to send out. The Communications team is not responsible for creating content or scheduling announcements/posts.

Time commitment:

4-5 hours a month, including checking email inbox on a regular basis throughout each week. Attendance at board meetings, and monthly gatherings (not required), at which the time commitment is variable.

Familiarity with the following websites encouraged:

Mailchimp, Google Drive, Facebook.

COMMUNICATIONS COMMITTEES/VOLUNTEER POSITIONS

1. **PALS PO Box** - check weekly. Checks need to be given directly to Treasurer. All other mail scanned and sent to appropriate PALS Board member as needed. If feasible, it often saves time for the Treasurer to hold this role.
2. **Connection** - Schedules, advertises and leads regular, informal coffee/work dates with current PALS doulas. The goal of the Connection Committee is to foster a free and open communication environment within the PALS community and encourage informal mentorship relationships amongst membership.
3. **Data Collection** - Responsible for maintaining birth data collection from PALS Doulas. Job duties include drafting and sending reminders, collating data for Communications Lead to report at Board Meetings and for use in other projects, and updating data collection needs as necessary.