

COMMUNITY OUTREACH LEAD

Overview:

Part of the PALS Doulas Board of Directors as the community outreach lead. This position leads with creativity, teamwork and fun. Shape the type of outreach that PALS does within the Puget Sound Region. Must be a strong communicator, event planner and leader.

Responsibilities:

- Meets quarterly with the provider relations lead and committee.
- Communicate with NAPS and Open Arms Perinatal Services about relevant collaboration and events.
- Continue to evaluate PALS outreach strategies and how these can increase relevancy of PALS Doulas to doulas from all backgrounds. Participate in discussions and reflections on organizational undoing racism work.
- Periodic evaluation of how PALS is presenting itself to the general public: branding, web text, pamphlets etc.
- Coordination of 1 or more outreach events each year. This could be collaborative tabling with other organizations, or another sort of event.
- Field invitations from other organizations requesting a PALS representative or information about doulas for their events. Coordinate volunteers to attend these events.
- Communicate with media contacts about PALS Doulas and the doula role. This could involve interviews for magazine articles, radio show representation or writing press release stories and/or coordinating volunteers for these tasks
- Network with other organizations and sign PALS up for relevant sponsorships.

COMMUNITY OUTREACH COMMITTEES

Marketing

Description:

PALS Doulas is seeking highly motivated volunteers who have a passionate penchant community outreach via press and making connections outside of PALS with the goal of educating the public about our organization. If you are passionate about our wonderful organization and raising awareness of who we are, this would be great way to help PALS. Also, think about the amazing skills you will be building and learning!

Requirements (Not all are necessary):

- Must be a current PALS member with good standing
- Must be knowledgeable of print media in Seattle (Seattle Times, The Herald, The Stranger, etc.)
- Contribute to developing social media strategy to support PALS as an organization in the Pacific Northwest and establish targets for increasing online reach to local news organizations. (Komo News, Kiro, King)
- Able to work independently and as part of a team.
- Strong writing and editing skills. Attention to details are important.
- Must be active and knowledgeable on at least two social media platforms:
 - Facebook
 - PALS Website
 - Twitter
 - Instagram

Role and Responsibilities

- Will report to Marketing Lead various times during the month- cadence will be set up as needed
- Able to attend once a month meetings with expectations that there will be communication via email or social media (Facebook, etc.) as well
- Responsible for press releases

Developing PALS Doulas via Press:

- Researching ways to reach out to local news outlets of both TV and print to be able to educate the public about PALS. Let's figure out how to get the spotlight on us!
- Identifying channels to create more of reach to different demographics and areas to spread the word about PALS. Research may be necessary

Special Projects:

It's a goal to figure out different projects to create and work on, and if you have a particular area of knowledge or interest in regards to getting PALS on the radar of local news organizations in the Seattle area, please let us know

How is PALS website being used by our membership and how do our doulas need to be served by our website? This volunteer/committee will coordinate with our Community Outreach team to envision future changes to the website. This team is not making regular updates or changes to the website.

Please remember as you go through these descriptions that not all the requirements are necessary. Even if you have a strong interest in marketing, we encourage you to join! We would love to build a team of passionate people who want to come together and build something great!

New doula ambassador:

Description:

The PALS New Doula Committee is designed to support new doulas that are entering the doula profession and the PALS community. This role will often be the first 'face' of PALS.

The new Doula ambassador and/or committee members attend all local doula trainings, including Simkin Center/Bastyr, Big Belly Services, Open Arms PS, and others, to represent PALS and introduce new doulas to our programs and services. The committee encourages membership with PALS and explains how the organization supports its doulas. This role also rotates attendance with the other Board Members to attend all Open Houses, designed for new members to get to know the organization and get more questions answered in person after trainings.

Although this position will have one to one contact with many new doulas, this position is not designed for ongoing mentoring. It is intended more as a brief tour guide, or orienteer, to assist new doulas towards becoming more involved with PALS. In other words, they act as a facilitator to direct incoming doulas to more long-term support through our programs and services.

Committee Structure

Our New Doula Lead with unlimited committee members will attend birth doula skills workshops, as well as PALS Open Houses and other relevant events as needed. Committee members may help with making phone calls, providing resources to new doulas, and generating ideas for a strong program. The Committee and its lead position may meet regularly to discuss logistics of the program.

Responsibilities:

- Be aware of and attend all local birth doula skills workshops that are open to having a PALS representative come and speak or answer questions.
- Contact instructors of workshops at least two weeks prior to the course date. Be in regular contact leading up to the speaking date to determine changes in schedules, room numbers, or other logistical arrangements.
- Maintain excellent general understanding of the most current requirements and benefits of all PALS Programs including membership and certification.
- Be familiar with upcoming events of the organization and keep an updated flyer available to handout at workshops with these events, dates, and locations.
- Develop and/or maintain a presentation about PALS Doulas for doula workshops about the benefits of membership and the programs offered.
- Establish connections with new doulas and follow up personally within 2 weeks of attending a workshop to all doulas that are interested in more information.
- Schedule quarterly Certification Q & A with the Certification Chair so certifying doulas can attend and have questions answered.
- Communicate Certification Q&A dates to relevant board members for calendar updates.
- Communicate Certification Q&A dates to membership and perinatal community via relevant avenues such as Facebook, email or phone contacts.
- Attend Monthly Doula Meetings and other PALS events whenever possible to continue to connect with new doulas in the community.

Committee Lead Duties:

- Attend all board meetings, annual retreat and annual meeting.
- Submit a monthly report for the Board Minutes.
- Create an annual budget for line items that this role is involved with.

- Plan committee meetings at least quarterly to discuss procedures, oversee activities of Committee Members

Committee Member Duties:

- Define and agree upon a preferred communication method with New Doula Lead and maintain contact at agreed upon intervals.
- Perform tasks as assigned and agreed to by Committee Lead
- Submit relevant progress reports to Committee Lead to be included in the Monthly Team Report for the Board Meeting if requested.
- Attend monthly community meetings whenever possible.

Social Media:

Promote the PALS organization and use our platform to elevate the voices of others.

Able to work independently and as part of team

Job Duties:

Post to all social media platforms 3+ times per week

Platforms include:

- Facebook
- PALS Website
- Twitter
- Instagram

Contribute to developing social media strategy to support PALS as an organization in the Pacific Northwest and establish targets for increasing online reach to local news organizations (KOMO News, KIRO, King, NPR)