



THE DOULA
ASSOCIATION

Brand Ambassador Job Description

What we are looking for?

As a Brand Ambassador they will be an avid supporter of doulas and of the organisation's philosophy, activities and aims. The Brand Ambassadors are to be the external contact for the organisation to network and knock on the doors of stakeholders. Ultimately, they should be able to increase the organisation's brand awareness and generate new opportunities.

We would like you to:

- Have a thorough understanding of the Association's Mission, values, and vision
- Connect and promote the The Doula Association with professional bodies such as the Royal College of Obstetrics and Gynecology, the Royal College of Midwives and the Royal College of Anaesthetists.
- Connect with the NHS through the Clinical Commissioning Groups, Care Quality Commission, Commission for Health Improvement and the Healthcare Commission.
- Connect with other health care organisations as well as non-medical support providers and other birth workers.
- Participate in trade shows as a spokesperson for the organisation.
- Have a close working relationship with external and internal communication leads, with information being constantly shared between the roles.

Are you good at:

- Networking and connecting with doulas as well as other birth workers.
- Obtaining, maintaining and cultivating relationships with other organisations in the birth community.
- Public speaking as they will have to give presentations from time to time to large crowds of people at events.
- Delegating and getting support when needed.

Key to this role

This role is key in getting the message out there about doulas and getting us a seat at the table with other stakeholders. It's a role that requires some experience of doula work as well as negotiating and building strong relationships within and outside of the association.

Predicted hours

2-3 hours per week + attendance at Leadership team meetings



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Reapplication schedule

It is anticipated that this role will last 12-18 months. You will have an opportunity to reapply for the role should you wish to. If you don't wish to reapply, once a successor is identified there will be a 2-3 month handover.

Remuneration

In return for the work that the Brand Ambassador will be doing, they will receive a free listing on The Doula Directory for the time that they are in the role. Expenses will also be considered and should be agreed beforehand.