



THE DOULA ASSOCIATION

Internal Comms Lead Job Description

What we are looking for?

We need you to be passionate and enthusiastic about keeping all our members up to date on what we are doing at The Doula Association and sharing knowledge and information around what is happening outside, which may impact or help them as a doula member. We want to reach and include all our members and ensure the doula cuddle feel supported.

We would like you to:

- Have a thorough understanding of the Associations Mission, values, and vision
- Work with the Leadership Team to support and help present information to our members, so communication is aligned.
- Set up a communication plan that the Leadership Team can access and understand.
- Set up communication templates, so members recognise and can easily digest what is being communicated.
- Write/create/produce regular content that informs, engages and motivates all members and encourages feedback.
- Work closely with Kicki and other members of the team to ensure the latest news, announcements and developments are communicated professionally and in a timely manner.
- Work closely with the External Comms Lead and Brand Ambassador.
- Be able to evaluate internal communication using the appropriate tools and analytics.

Are you good at:

- preparing content that is easy to use and engaging
- thinking a little outside the box and creating excitement around communication
- presenting information in a personal way that connects with our members
- using different communication platforms
- good at planning ahead
- working with others to guide and advise on their communication

Key to this role

We think the role will evolve as technology does, but we will support your learning. If you have great skills to offer, but need a session in an area (eg. instagram) then please still apply, as we can support some learning. What is imperative for this role is you are happy to work with others and you have a flexible approach.



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Predicted hours

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

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 they 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.