

# 2024-2025 AmeriCorps Member Position Description



**Partner Organization Name:** Mary's Hands Network

**Corps Member Position Title:** Marketing and Program Development Coordinator

**Supervisor:** Madeline LeBlanc

**Days/Hours of Service:** M-F 9-5 some weekends and evenings

**Physical Location:** 451 East Airport Drive, Baton Rouge, LA 70806

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## **Organization Mission and/or Goals:**

*Our Mission* is to empower women, promote birth excellence, and bridge the health equity gap in our community. We provide top-notch training programs and manage a network of dedicated volunteer community doulas who offer essential support services to the women in our community free of charge.

*Our Vision* is to ensure that every woman has access to the benefits of a doula and a dedicated community of support during the perinatal period. We strive to create a society where women can achieve birth excellence and have equitable access to quality healthcare, regardless of their socioeconomic background.

## **Program Mission and/ or Goals:**

Our goals are to train 200+ doulas by the end of 2024, host doula trainings and establish a volunteer doula network in the majority of regions throughout Louisiana by the end of 2025.

## **Member Position Summary:**

The Marketing and Program Development Coordinator for Mary's Hands Network plays a vital role in supporting the organization's mission to provide comprehensive training and support to volunteer doulas. This position involves creating and implementing policies and procedures, developing marketing strategies, managing social media content, coordinating special events, and producing educational materials. The coordinator will work closely with the team to ensure the efficient operation of the program, enhance community outreach, and contribute to the overall impact of Mary's Hands Network.

## **Essential Functions of Position:**

- Create and implement comprehensive policies and procedures for the doula training program to ensure consistency and quality.
- Work with Mary's Hands to develop and maintain an up-to-date Doula Field Manual, providing essential guidelines and resources for volunteers.
- Develop, schedule, and manage engaging social media content to increase the program's online presence and community engagement.

- Plan and execute marketing campaigns, including creating promotional materials, managing photography, and writing scripts to promote the program.
- Produce and edit educational videos and materials, such as breastfeeding support videos, to enhance the training curriculum.
- Establish timelines, set deadlines, and manage the progress of various projects to ensure timely and successful completion.
- Assess and improve existing course content based on feedback and best practices to ensure high-quality training for volunteer doulas.
- Develop and implement strategies to enhance internal communication and improve volunteer retention rates through targeted initiatives.
- Organize and execute special events to engage the community and promote the program, ensuring all logistics are handled efficiently.
- Collect and analyze data to evaluate the program's impact, preparing reports to highlight successes and identify areas for improvement.

### **Member Impact:**

#### *Short-term Goals (to be achieved within the first 3-6 months):*

- Conduct a market analysis to understand the target audience (potential clients, volunteers, funders) and competitors (alternative services, community resources).
- Develop targeted marketing campaigns to promote services and programs to at least 10 community partner organizations.
- Review and update the current doula volunteer field guide to ensure it reflects the latest best practices and organizational standards by the end of 2024.
- Gather feedback from at least 10 current volunteers to identify areas for improvement.
- Design and order outreach materials including brochures, flyers, and posters to be distributed at community events and healthcare facilities.
- Develop at least 3 new training modules based on recent developments and feedback from participants. Work with trainers to write scripts and develop the curriculum of online programs.

#### *Long-term Goals (to be achieved by the end of 2024 and into 2025):*

- Expand social media presence and engagement by continuously refining strategies based on analytics. Increase social media outreach metrics (likes, followers) by at least 25%.
- Explore opportunities for expansion into new geographic areas or markets.
- Implement long-term marketing strategies that focus on sustainability and consistent growth.
- Create a certification and professional development guide that better explains our processes for doula volunteers to ensure high standards of care.
- Organize and assist in hosting regular community events, workshops, and webinars to educate the public about doula services and maternal health.

Regularly evaluate the effectiveness of programs, services, and marketing strategies through surveys, feedback, and performance metrics. Continuously seek ways to improve and innovate based on evaluation results.

## Skills, knowledge and trainings the corps member should expect to gain from this position

### 1. Transferable Skills:

- **Microsoft Office Suite:** Proficiency in Word, Excel, PowerPoint, and Outlook.
- **Professionalism:** Enhancing workplace etiquette, communication skills, and professional behavior.
- **Business Accounting:** Basic accounting principles, budgeting, and financial management for nonprofits.
- **Event Planning:** Organizing, coordinating, and executing events.
- **Grant Writing:** Learning to write compelling grant proposals and understanding funding processes.
- **Networking:** Building connections with professionals and organizations in the nonprofit sector.
- **Effective Communication:** Understanding the impact and importance of written communication, including handwritten thank-you notes.

### 2. Certifications and Specialized Training:

- **Childbirth Education:** Comprehensive knowledge about childbirth processes and education techniques.
- **Doula Support:** Training in birth doula and postpartum doula support with opportunities for certification.
- **Community Services:** Gaining insights into social and community services, enhancing their ability to support diverse communities.

### 3. Networking Opportunities:

- **Nonprofit Sector Connections:** Engaging with other nonprofit organizations, fostering relationships, and expanding professional networks.
- **Community Engagement:** Involvement in local and regional community services, enabling a deeper understanding of community needs and services.
- **Professional Development:** Building a robust network of contacts that can support future career endeavors.

### 4. Workshops and Training:

- **Childbirth and Doula Support Workshops:** In-depth sessions on childbirth education and doula practices.
- **Professional Development Workshops:** Training on professionalism, effective communication, and workplace skills.
- **Financial Management for Nonprofits:** Workshops focusing on the financial aspects of running a nonprofit, including budgeting and accounting.
- **Event Planning and Management:** Practical training on organizing and managing events.
- **Grant Writing Seminars:** Learning the nuances of writing successful grant proposals.

## Ideal Candidate Qualifications

- Excellent written, verbal, and interpersonal communication skills
- Ability to present and use data effectively
- Exceptional time management, customer service, and organizational skills
- Professionalism in all aspects of work
- Ability to cultivate and maintain key partnerships with industry leaders
- Proficiency in MS Office suite, reporting systems (preferably Banner and Canvas), desktop publishing, web design, CRM, and analytics technologies
- Passionate about supporting women from diverse backgrounds
- Flexible schedule for online, evening, and weekend training, and travel
- Strong organizational and professional writing skills
- Ability to manage multiple tasks and prioritize effectively
- Trained ICEA birth doula or willing to attend training

- Experience managing and working with diverse community partners
- Preferred experience in content creation, design media, data management, and community engagement
- Own Vehicle