

# 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 Volunteer Coordinator will create and maintain data sheets with protected information and work effectively with community volunteers and maternal clients. As our organization grows, the corps member may be asked to develop guidelines, policies, procedures, and tracking systems. The ideal candidate will be organized, communicative, and compassionate, committed to enhancing the lives of women and families throughout the community.

## **Essential Functions of Position:**

- Develop and maintain volunteer doula status and connection with potential clients.
- Manage communications between doula volunteers, clients, and network administrators.
- Facilitate volunteer services and support volunteers after completing birth doula training.
- Development and implement programming to improve communication and coordination of volunteer teams.

- Improve communication between internal and external stakeholders to increase service outreach and impact.
- Research and recommend to the Executive Director new programs and services that have the potential to increase the volunteer pool skills set.
- Assist in the development and implementation of training programs when necessary.
- Organize and implement events, such as recruitment events, certification ceremonies, and promotional events that connect the community with volunteers and promote services.
- Coordinate with the Marketing and Communication coordinator on the design and implementation of recruitment campaigns, including emails, on-site retention, use of social media, and other strategies.
- Review program outcomes against metrics of success established in pre-program goals and use evaluation data to ensure deliverables are high-quality and exceed stakeholder expectations.

### **Member Impact:**

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

- Recruit at least 50 new trainees in the newly established network areas.
- Make at least 10 new contacts with community partners in each of the new satellite network locations.
- Create a detailed social media calendar covering the next six months, with planned posts for all relevant platforms.
- Develop and launch at least 10 videos for the video library, establish a YouTube channel with at least 5 initial videos, and produce 3 podcast episodes.

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

- Successfully establish a network in at least 5 out of the 9 regions in Louisiana.
- Add at least 20 new learning modules to the virtual platform and achieve a user satisfaction rate of 80% or higher.
- Develop comprehensive volunteer manuals for all key roles, with feedback from at least 10 current volunteers incorporated.
- Develop a franchising/repeatability model for the doula volunteer network and have at least 3 new locations established.

### **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 trainings, 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 volunteer coordination, data management, and community engagement
- Own vehicle