



THE DOULA ASSOCIATION

External Comms Lead Job Description

We are looking for:

We are recruiting a passionate and articulate external communications director to increase the profile of The Doula Association and clearly communicate our collective aims. Through coverage in mainstream and independent media and customer-facing information sharing, this role will aim to ensure doulas and the doula's role are at the forefront of the minds of birthing people and their families.

We would like you to:

- Have a thorough understanding of the Associations Mission, values, and vision.
- Have a proven track record of at least two years in a front-facing communications role – either public relations or journalism.
- Have a strong media contact book and be able to pitch compelling features to appropriate media outlets.
- Have impeccable written English and an ability to self-sub grammar and punctuation.
- Be happy to work as part of a team and independently – communicating with other team leads to ensure a unified approach.
- Communicate with the Leadership Team to agree the focus for each month and key messaging or pitches.
- Ensure they possess up-to-date information on any subject that they are required to write or pitch about.
- Have a strong grasp of equality and diversity and create communications that honour our stance on inclusivity.

Are you good at:

- Build relationships with journalists and broadcasters to communicate the mission and aims of The Doula Association and raise the profile of doulas.
- Pitch stories to long-lead, weekly and daily publications – online and in print – at least once a month drawing on current affairs and news.
- Write quotes when needed for Kicki and other senior management to contribute to features and articles.
- Craft or edit fact sheets for media briefings as needed.
- Engage or liaise with celebrity patrons to ensure clear communication and messaging on behalf of The Doula Association and its members.
- Write or edit customer-facing communications including open letters to trusts or MPs, press releases, or official announcements.
- Edit website communications as needed.
- Access analytics to ensure a clear understanding of website engagement and issues.



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Key to this role

The ideal candidate for this role should be friendly and approachable with an ability to speak knowledgeably about the work of The Doula Association to media and customers alike. Be flexible and able to adapt to the evolving needs of the organisation and its members and full of ideas for raising the profile of doulas.

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 that 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.