



# BirthWell Partners Program Director Job Description

## **Salary Range and Job Type**

Salary: \$35,000- \$40,000

Job Type: Hybrid (some in-person and some remote hours); Full-time, 30-35 hrs/week

**Work environment:** Flexible hours with expectation of attendance at some meetings and events on evenings and weekends. Some local (in Birmingham) and state-wide travel is required.

## **JOB DESCRIPTION**

BirthWell Partners is seeking a Program Director with a proven track record of leadership in non-profit organizations or similar institutions, a passion for fundraising and building relationships, and a commitment to the health of Alabama families.

## **Organization**

Since 2011, BirthWell Partners has been working to improve the health of families in the greater Birmingham Area by eliminating barriers to doula support. We make doula training accessible and provide doula services for about 100 low-resource families per year. BirthWell is looking for a Program Director with vision and passion to lead us as we grow.

## **Position Summary**

The Program Director, under direction of the Executive Director and the Board of Directors, will act as the outward facing representative of BirthWell. The Program Director's role will involve managing BirthWell's services, fundraising and outreach, building relationships with community leaders and organizations, and development activities.

This ideal candidate will be inspired by a genuine passion for empowering and helping families thrive and have a strong commitment to reproductive health. This person will understand the critical role of doulas in improving birth outcomes and overall maternal/infant health. A willingness to work diligently to promote and expand the efforts of the organization throughout the state is critical. This leadership position requires someone who is adaptable, possesses exceptional oral and written communication skills, thinks strategically and creatively, excels in problem-solving, and who is committed to upholding the values of the organization.

## **QUALIFICATIONS**



### **Required Qualifications:**

Bachelor's degree in any field/discipline

Two years or more of experience in a non-profit management role with operational responsibility, direct supervision of staff and volunteers.

Fundraising experience

General knowledge of maternal/infant health challenges, public health strategies, and skilled at communicating about them

Well-organized and energetic, committed to personal excellence in leadership, execution, and professionalism

Confident, strategic thinker with experience using data and context to inform decision-making and problem solving

Ability to creatively problem-solve, managing multiple projects in a self-directed work environment

Excellent, transparent, and inclusive communicator in verbal and written formats.

Proficiency in Microsoft Office Suite and Google Suite

Ability to meet in person with stakeholders and collaborators in a variety of locations

Ability to work and meet outside standard work hours as needed

### **Preferred Qualifications:**

Bachelor's degree or higher in Public Health or a related field

Experience writing and administering grants

Experience as a doula, or having a doula-supported birth

### **RESPONSIBILITIES**

#### Program Management

Oversee perinatal support and doula training programming

Onboard, orient, and mentor new doulas and ensure adherence to program policies & protocols

Accept referrals, intake clients, match clients with doulas

Prepare, maintain, and complete doula and client records

Create and disseminate program reports

Evaluate program effectiveness to inform quality improvement and quality assurance in organizational operations

Foster a climate of respect and innovation to develop programs that support the BirthWell mission, goals, and expansion

#### Outreach and Fundraising

Represent BirthWell Partners at events and media interviews

Engage and inspire people, donors, and donor entities within and outside the organization.

Serve on community and association committees



Coordinate outreach activities in the community  
Supervise the development of marketing materials for program services  
Promote annual fundraising campaigns, in collaboration with the Board of Directors and the Executive Director

### **To Apply**

Please submit a 1-2 page cover letter detailing your experience related to the responsibilities and qualifications, along with a resume to [info@birthwellpartners.org](mailto:info@birthwellpartners.org).