



## COMMUNICATIONS AND OUTREACH COORDINATOR

### Position Description

POSITION TITLE	Communications and Development Specialist
REPORTS TO	Deputy Executive Director
DIRECT REPORTS	N/A
FTE	0.5 to 0.75 (20 to 30 hours)
SALARY RANGE	\$50,000 - \$65,000 (at 1.0 FTE; salary will be prorated based on accepted FTE)
BENEFITS	Health insurance, retirement, short- and long-term disability, paid family leave, paid time off, investment in professional development when possible
WORK LOCATION	Remote; must reside in Wisconsin and have reliable internet access; please inform us if internet access is a barrier
IN-PERSON TRAVEL	As needed throughout the state and nationally, including WAPC's annual Wisconsin Perinatal Conference (October 6-8, 2025)
REMOTE WORK	WAPC provides a laptop, second monitor, and necessary materials for staff home offices, but does not cover office furniture or internet costs. We foster a strong team culture by encouraging in-person meetings when feasible and ensuring regular opportunities for staff to work and gather in person throughout the year.
CAREGIVER POLICY	WAPC is committed to fostering a supportive work environment that values caregiving responsibilities and recognizes work as one part of a well-rounded life. We prioritize flexibility and reasonable accommodations. With COVID-19 still posing risks, we make in-person attendance for meetings and events optional wherever possible. For in-person requirements specific to this role, please see the "In-Person Travel" section of this position description. While we value and encourage in-person connections, staff social events are not mandatory. We will make every effort to accommodate caregiving responsibilities, promoting a supportive and understanding workplace.

## ORGANIZATIONAL CULTURE

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You will join a collegial and thoughtful team that values collaboration, open communication, and efficient and timely completion of tasks and projects. We prize timely and direct conflict resolution amongst co-workers and strive to be a workplace where everyone feels respected and supported when trying new things or exploring new ideas. We practice continuous improvement, which necessarily relies upon the ability to make mistakes.

WAPC no longer has a brick-and-mortar office; all staff work from home in locations across Wisconsin. We meet in-person as a staff periodically throughout the year and around the state.

WAPC is deeply committed to the professional development and growth of its team members. We offer a variety of opportunities for continuous learning, including access to relevant training programs, conferences, and workshops whenever possible. Our Staff Development Committee, led by staff and responsive to staff-expressed needs, fosters collaboration and skill-building, as well as camaraderie, by designing opportunities to learn together, both virtually and in-person. By investing in our staff's growth, we aim to build a dynamic and skilled team that is equipped to meet the evolving challenges of perinatal care.

WAPC strives to attract and develop individuals who reflect a broad spectrum of diversity, including racial, ethnic, gender identity, and socioeconomic dimensions. We believe that the inclusion of diverse perspectives is essential to achieving long-term, systemic change. We explicitly welcome applications from those who self-identify as coming from historically marginalized populations to enrich and elevate our equity-centered approach to problem-solving.

## POSITION SUMMARY

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The Wisconsin Association for Perinatal Care (WAPC) is hiring a Communications and Outreach Coordinator to manage our communications, social media, website updates, program promotion, donor communications, and fundraising activities. This position reports directly to the Deputy Executive Director and plays a crucial role in enhancing our visibility and supporting our mission.

The person in this position should be excited to contribute to an anti-racist and LGBTQ+ inclusive workplace and programming. A deep understanding of (or interest in understanding) how social drivers of health relate to clinical health outcomes is essential.

## DUTIES AND RESPONSIBILITIES

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### Communications and Outreach

- ◆ **Copywriting:** Write compelling copy for social media, newsletters, press releases, and website; ensure alignment with organization's voice.
- ◆ **Events:** Manage communications for annual Wisconsin Perinatal Conference, development events, and additional events as needed
- ◆ **Graphic Design and Marketing Materials:** Design graphics for social media, website, and print; align with branding; design and order marketing materials, signage, and swag.
- ◆ **Member and Donor Communications:** Support fundraising and development campaigns; create donor portfolios and contact schedules
- ◆ **Program Promotion:** Collaborate with staff to understand and uplift WAPC initiatives; create promotional campaigns; coordinate with media.
- ◆ **Social Media Management:** Develop and execute social media strategies; create and schedule posts; monitor and respond to inquiries.
- ◆ **Website Management:** Regularly update website content; ensure accuracy and visual appeal.

### General / Administrative

- ◆ **Evaluation:** Regularly assess communication and development effectiveness; analyze key metrics; collect stakeholder feedback; produce reports with actionable insights.
- ◆ **Policy and Procedure Documentation:** Maintain policies and procedures for communication and development activities.
- ◆ **Technology Utilization:** Use AI and tech tools to streamline work; seek and implement new technologies for efficiency.
- ◆ **General Support:** Attend staff meetings; provide updates on communication and development activities; collaborate with team members; additional duties as needed.

### Equity and Inclusion

- ◆ Commit to an inclusive view of perinatal care and actively work towards reducing disparities and improving outcomes in perinatal health, taking an expansive view of both the perinatal workforce and the populations served.
- ◆ Ensure that WAPC's communications actively promote and advance equity and inclusion at every stage of development and execution.

- ◆ Advocate for policies and practices that address and dismantle systemic inequities in perinatal care at the local, state, and national levels.

## **KNOWLEDGE AND ABILITIES**

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### **Required**

- ◆ Ability to create compelling and persuasive copy and accompanying graphics for various communication channels
- ◆ Excellent organizational, communication, and prioritization abilities
- ◆ Proficiency in social media platforms (Facebook, LinkedIn, Instagram, Hootsuite), website management (WordPress), digital marketing tools, and other tools necessary to perform the functions of this position
- ◆ Detail-oriented and capable of managing multiple projects simultaneously
- ◆ Ability to work effectively in a remote team environment where improvement ideas, team-building, and creative thinking are encouraged
- ◆ Interest in exploring and utilizing new technologies, such as ChatGPT

### **Desirable**

- ◆ Familiarity with the perinatal landscape in Wisconsin and nationally
- ◆ Extensive network and strong relationships within the state
- ◆ Proficiency in using AI tools and other technologies to enhance work efficiency
- ◆ Supervision experience

### **Other Requirements**

- ◆ Willingness to travel throughout Wisconsin and nationally as needed for meetings and events
- ◆ Must provide own transportation; mileage reimbursement available
- ◆ Commitment to the mission and values of WAPC
- ◆ Enthusiasm for promoting a supportive and inclusive workplace

## START DATE

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WAPC is committed to ensuring a successful onboarding for every position by aligning the start date with our organization's key events and staff-planned absences.

## TO APPLY

Submit the following to [wapc@wiperinatal.org](mailto:wapc@wiperinatal.org):

1. Cover letter (saved as "CO Coordinator Applicant - Last Name, First – Cover letter")
2. Resume (saved as "CO Coordinator Applicant - Last Name, First – Resume")
3. **Optional:** In up to 250 words, you may further explain your fit for this position; we are particularly interested in discovering how you would contribute to the mission and culture of WAPC through your unique skills, perspectives, and the meaningful relationships you have cultivated and are proud to bring to WAPC (saved as "CO Coordinator Applicant - Last Name, First – Essay")

**Initial review of applications will begin May 1, 2025.**