



Position Description and Application Process

Media Coordinator

Organizational Structure

NFDEM is a nonprofit organization with 501c6 status rooted in biblical principles. We recognize that God's Word is the ultimate authority that governs our Mission, Vision, and Goals.

Mark 12:17: "And Jesus answering said unto them, Render to Caesar the things that are Caesar's, and to God the things that are God's. And they marveled at him."

Work Environment

At NFDEM, we value all members. We strive to create a Christ-centered work environment and uplift and celebrate our members' accomplishments.

Ephesians 4: 1-3: "I beseech you that ye walk worthy of the vocation wherewith ye are called, 2 With all lowliness and meekness, with longsuffering, forbearing one another in love; 3 Endeavouring to keep the unity of the Spirit in the bond of peace."

The following five **Tenants of Teamwork** will guide our decision-making process whenever we are called to make leadership decisions, including staff appointments or conflict resolution.

Shared commitment: Members are committed to achieving the Mission, Vision, and Goals of NFDEM. Members are accountable for remaining positive and productive, adhering to required standards, processes, and protocols. > *Proverbs 16:3: "Commit your works to the Lord, and your plans will be established."*

Open communication: Members are encouraged to engage in open dialogue to achieve our Mission, Vision, and Goals. *Ephesians 4:29: "Let no corrupt communication proceed out of your mouth, but that which is good for the use of edifying, that it may minister grace unto the hearers."*

Valuing each other: Members should work to uplift each other with humility, acknowledging the equal value of each member to the body of Christ and this organization. *Philippians 4:6: "Do nothing from rivalry or conceit, but in humility count others more significant than yourselves."*

Constructive disagreement: When issues need correction, members use specific, factual information to provide actionable suggestions for improvement. *Colossians 4:6: "Let your speech always be gracious, seasoned with salt, so that you may know how you ought to answer each person."*

Safety: Members must report unethical behavior or behavior violating our Mission, Vision, and Goals without fear of retribution. *2 Timothy 1:7: "For God gave us a spirit not of fear but of power and love and self-control."*

Job Title

Media Coordinator

Reporting Structure

The Media Coordinator reports to the Secretary

Location

Both virtual and in-person, by organizational business requirements and bylaws.

Job Summary/Objectives/Responsibilities/Duties

The Media Coordinator is responsible for overseeing the organization's media relations, ensuring consistent and strategic communication in alignment with the mission, vision, and values of the National Fellowship of Direct Entry Midwives (NFDEM). Reporting directly to the Secretary, this position executes the objectives set forth by the Board of Directors as outlined in the organization's bylaws. The Media Coordinator ensures compliance with FCC regulations, manages the website, and administers social media platforms to maintain a positive and professional public image of the organization.

Job Objectives:

- Oversee and manage the organization's **media relations** to enhance public outreach and advocacy.
- Ensure **compliance with FCC regulations** and other relevant guidelines in all media communications.
- Maintain and update the **NFDEM website**, ensuring content is accurate, timely, and aligned with organizational goals.
- Administer **social media platforms**, ensuring consistent messaging and engagement with the public and midwifery community.
- Uphold and communicate the **mission, vision, and values** of NFDEM in all media and public communications.

Key Responsibilities & Duties:

- Manage and **coordinate all media inquiries**, ensuring a professional and consistent response.
- Oversee the development and dissemination of **press releases, public statements**, and other media materials.
- Ensure the **organization's website** is up-to-date with relevant content, news, and events that align with the organization's objectives and standards.
- Administer **NFDEM's social media accounts**, creating, scheduling, and monitoring posts to engage the community and raise awareness of the organization's initiatives.
- Ensure that all media content adheres to **FCC regulations**, ensuring legal and ethical compliance in communications.
- Coordinate with the **Board of Directors** to align media outreach strategies with organizational goals.
- Promote NFDEM events, initiatives, and news through **strategic media channels** to increase visibility and impact.
- Monitor **public perception** of the organization and proactively address any issues or negative feedback in a professional manner.
- Track and report on the **effectiveness of media campaigns** and social media engagement, providing feedback for improvement.
- Act as the point of contact for **media relations**, including facilitating interviews and ensuring appropriate messaging.

Qualifications/Skills/Education/Experience

Qualifications & Skills:

- **Must be a current member** of the National Fellowship of Direct Entry Midwives (NFDEM).
- Strong experience in **media relations, communications, or public relations**.
- Proficiency with **website management**, including content updates and basic website maintenance.
- Expertise in managing **social media platforms** and **digital communications**.
- Knowledge of **FCC regulations** and experience ensuring compliance with legal communication standards.
- **Excellent written and verbal communication skills**, with the ability to tailor messaging for different audiences.
- Ability to manage **multiple projects** and meet deadlines in a fast-paced environment.
- Strong **organizational skills** and attention to detail.
- Ability to maintain a professional and positive image for the organization in all communications.

Education & Experience:

- **Bachelor's degree in Communications, Public Relations, Media Studies**, or a related field preferred.
- **Experience in media relations, social media management, and website administration** is required.

- Prior experience working with a **non-profit organization** or in a **healthcare-related field** is preferred.
- Familiarity with **midwifery or related health professions** is a plus.

Appointment/Salary/Benefits

- **Initial appointment** of the Media Coordinator is through 2026
- Subsequent assignments are for a period of a **three (3) year term**.
- Member voting rights under the bylaws
- Serves in a volunteer role.
- Receives reimbursement for expenses incurred while performing CEO duties.

Reimbursements and monetary advancement procedures are outlined in the bylaws under the financials section.

Application instructions

- Resumes are submitted by July 31 of the current fiscal year to midwifery
 - Submit your resume via email to MidwiferyFellowship@nfdem.org
 - Type **RESUME ATTACHED** in the subject line to flag your application for consideration.
- The election process occurs between August and December.

Election process and timeframe

Annual Elections of Officers, Except for the Office of State Chapter Leader

1. **Submission of Resumes:** Candidates must submit their resumes to the Secretary on or before the 31st day of July.
 2. **Forwarding Resumes:** Resumes are to be forwarded via email to the Board of Directors on or before the 1st day of August.
 3. **Advancement of Candidates:** The Board of Directors shall advance the top three candidates. If fewer than three candidates are identified, a request for additional resumes shall be communicated to the members.
 4. **Election of Officers:** The Board of Directors shall elect officers by quorum at the annual meeting held in the last quarter of each calendar year.
 5. **Announcement of Newly Elected Officers:** Newly elected officers shall be posted on the organization roster, website, and all media by the 1st day of January each year.
 6. **Updating Legal Documents:** The Secretary shall update all legal documents with the newly elected officers on or before the 31st day of January each year.
- **Completion of Onboarding:** Onboarding of newly elected officers shall be completed on or before the 31st day of January each year.

Special Election: In the event of a vacancy outside the usual voting process for an Officer, except for the office of State Chapter Leader, a special election is triggered to fill the vacancy, and a new Officer shall be elected during a special meeting by the Board of Directors. That member shall serve until the usual election process is completed.

Organizational Contact information

Email: midwiferyfellowship@NFDem.org

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