

TERMS OF REFERENCE **Community Coordinator**

Consultancy: Community Coordinator to work on the *Midwives for 4* Project funded by the Public Health Agency of Canada and implemented by the Canadian Association of Midwives.

Hours: 28-35 hours per week

Time frame: October 2022 to April 2023

Remuneration: Up to a maximum of \$50,000

Background

The Canadian Association of Midwives (CAM) is the national professional association representing midwives and the profession of midwifery in Canada. Our desired ultimate impact is: *equitable access to excellent sexual, reproductive, and newborn midwifery services for everyone*. To achieve this, we focus on three pillars: *Advocacy, Association Strengthening and Promote Excellence* and the organizational values that guide our decision-making processes are *Equity, Responsibility, Respect, and Integrity*.

Under the pillar Promote Excellence, we provide evidence-based information and communications to midwives. As an aspect of that, CAM is executing a project funded by the Public Health Agency of Canada to support and promote vaccination.

About the Project

The Midwives for 4: Full Series COVID19 vaccination Project

The Canadian Association of Midwives (CAM) will host a community of practice and public engagement campaign which will result in increased uptake of the COVID-19 full series (4 shots) specifically among pregnant people and people with fertility related vaccine hesitancy. The community of practice will include peer exchanges, micro-grants to support relevant organizations (including midwifery associations, midwifery practices, and other relevant community organizations serving marginalized people), and mentorship for midwifery associations. This mentorship will focus on building the capacity of these organizations to develop communications strategies, and membership and public engagement strategies, to foster evidence-based dialogue around vaccines and advocate for midwives as vaccinators. The project objectives will be supported by a national public engagement campaign.

This project will expand access to, and uptake of, COVID-19 booster shots, with a specific focus on barriers and concerns of pregnant people and people who may have fertility or pregnancy related barriers to accessing vaccination. To do this, we will build capacity of midwives as vaccinators, support community-based education and outreach, and build midwifery associations capacity for evidence-based communications and public engagement strategies.

The activities that support these objectives are:

1. establishing a community of practice to build the capacity of midwives as vaccinators,
2. providing microgrants to support project objectives,
3. conducting education and outreach activities through communications and public engagement strategies,
4. and building the capacity of provincial midwifery associations to develop communications strategies, and membership and public engagement strategies, to foster evidence-based dialogue around vaccines and advocate for midwives as vaccinators.

Position Summary

Under the direction of the National Programs Manager, the Community Coordinator will lead on and support the execution of the following activities: 1) establish a community of practice to build the capacity of midwives as vaccinators, and 2) provide microgrants to support project objectives.

The Community Coordinator's role within the community of practices will be to network and engage with midwives, midwifery practices, midwifery associations, and relevant community-based organizations to establish the membership of the community of practice. This work will be supported by with the Association Strengthening Coordinator and the Knowledge Lead consultants. Relevant community organizations will need to be identified and engaged; specifically, organizations that provide social and health services to underserved/equity seeking populations, and specifically women and non-binary people and whose programing addresses vaccine uptake and/or information on pregnancy. This will require research, outreach, and co-ordination skills.

The Community Coordinator will organize and facilitate the meetings of community of practice including establishing the meeting content, schedule, and guest speakers. The Community Coordinator will liaise with the communications staff to ensure communications products reflect and meet the needs of the community of practice.

The Community Coordinator's role within the micro-granting activity will be to work with the Association Strengthening Coordinator and the Knowledge Lead consultants to establish the parameters and strategy for the micro-granting program. The micro-granting program will support midwifery associations, midwifery practices, and relevant community organizations to deliver programs that meet the objectives of the project.

Responsibilities also include coordinating the launch and implementation of the micro-granting program, including establishing the application process and leading the section, implementation, and reporting process. This will require research, project management, planning, and coordination skills.

Lastly, the Community Coordinator will be responsible for bringing together the results of the project to enable external evaluators and the National Programs Manager to produce project reports and evaluations. This will require data collection skills, coordination skills, and communication skills.

Duties and Responsibilities

1) Lead the community of practice:

- Establish the community list serve through networking, engagement, and coordination with team members.
- Establish and facilitate the meetings (4-6) of the community of practices, including planning content and guest speakers.
- Liaise with communications team to support the development of communications materials that respond to the needs of the community of practices.

2) Support the development and execution of the micro-granting program:

- Work with the team to establish a micro-granting program that responds to the needs and capacities of the community of practice members and the evidence generated by the Knowledge Lead consultants.
- Liaise with the Communications team to publicize the micro-granting program.
- Coordinate the application process and establish and execute the selection process.
- Communicate with and support micro-grant recipients.
- Collect information and reporting information.

3) Collect data:

- Coordinate the collection of information and results across the project to support the National Programs Manager and External Evaluation consultants in conducting project evaluation and reporting.

Qualifications, Knowledge, and Skills

CAM is open to, and interested in, working with applicants with diverse experiences and expertise. If some of the skills below resonate with you, please consider applying:

- Project management
- Research skills
- Knowledge and experience related to one or more of the following sectors: the community sector in Canada, women's health, immunization and vaccine promotion, health care, communications
- Excellent planning and coordination skills
- Ability to work independently and autonomously
- Interest and experience related to integrating and achieving equity and diversity objectives

Additional Assets

- Knowledge of the Canadian midwifery model.
- Communication skills in French (verbal and written) a strong asset.

Working Conditions

- The Consultant will be required to use their own laptop and other communications equipment. No laptop, computer or phone will be provided by CAM.
- Work will be done remotely from the Consultant's home office. During the contract, the Consultant may be required to travel to CAM's head office in Montreal for in-person meetings. In such cases, prior approval by the Executive Director of travel expenses such as train, mileage, accommodation, per diem, etc will be required. Expenses will not be reimbursed without prior consent from the Executive Director.
- The Consultant will work closely with CAM's Association Strengthening Lead, Communications team, and Knowledge Lead consultants on the implementation of specific program development strategies. The National Programs Manager however will be responsible for approving general work plans and prioritizing work to ensure efficient use of the Consultant's time.

Applications

Send your CV and letter of interest to (EMAIL) by September 30th, 2022 5pm ET.