



A WORLDWIDE NETWORK OF LACTATION PROFESSIONALS

## 2012 World Breastfeeding Week Coordinator

### Job Description:

Responsible for developing all aspects of ILCA's 2012 World Breastfeeding Week Kit and promotion.

### Duties and Responsibilities:

Receive from Publications Coordinator, the slogan from the World Alliance for Breastfeeding Action (WABA) to determine the theme, develop an approach and adapt as needed to the ILCA audience.

Work with the Publications Coordinator in the ILCA Office to generate ideas for logo design, Kit content and related promotional products, within budget and system constraints.

Write all materials associated with the World Breastfeeding Week Kit and related electronic downloads with content similar in quantity and depth to the 2010 World Breastfeeding Week Kit (sample inventory list following). In doing so, consult all research necessary and cite sources within each piece.

Submit materials to the Publications Coordinator to post for board approval, making edits as requested.

Review all proofs from ILCA's graphic designer for layout issues and typos and provide feedback to the Publications Coordinator.

Write ad copy for promotional preview in eGlobe, as well as Listserv and eGlobe announcements once the Kit is complete.

Produce "How We Celebrated World Breastfeeding Week" PowerPoint using member submissions after October celebrations.

### Knowledge, Skills and Abilities:

- Experience writing professional materials
- Ability to meet deadlines is critical
- Ability to work in Microsoft Office, Adobe Acrobat and PowerPoint
- Attention to detail
- Well organized and able to keep track of multiple files being worked on simultaneously
- Able to respond to emails in a timely manner (i.e. 1-2 business days) during peak production time (February – May).

### Period of employment:

Anticipated hours = estimated 85 hours between January 1, 2012 and November 30, 2012, with the majority of the work taking place from February through April.

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INTERNATIONAL LACTATION CONSULTANT ASSOCIATION

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### Sample inventory list of content to be written

- Cover letter
- Background on the theme
- How to use this kit
- Action Ideas
- Promotional flyer (promotional items and resources related to the theme)
- Display/Bulletin Board ideas
- Media relations guide
- Sample press release
- Proclamation
- Informational pamphlets for mothers, fathers, families, healthcare providers and community members as appropriate for the theme (businesses, employers, government, public health/WIC)
- Certificates
- Bookmark
- Table tent
- Any other flyers, cards or pieces that would enhance the theme
- Poster
- Door sign
- Slogans for message pens
- PowerPoint Presentation

### Anticipated 2012 Production Schedule / Timeline

- January 20 – Theme (including revised slogans for mothers) and general ideas about logo and look due
- February 17 – First third of Kit materials due (ideally items will be submitted as completed)
- February 24 - Promotional product ideas due
- March 1 – April 30 – Proofing and editing of materials to occur as pieces are completed by graphic designer
- March 5 – Second third of materials due (ideally items will be submitted as completed)
- March 18 – eGlobe and website promos (preview of what’s to come – about the theme, etc.) due
- March 26 – Last third of materials due
- April 19 – eGlobe promo (main announcement) due
- April 25 – Website verbiage and text for listserv messages announcing Kit due
- May 1 – Target date to send Kit to printer and start accepting Kit orders
- May 14 – Copy for Members Only PowerPoint due
- August 17 – eGlobe article about WBW celebrations due (if no materials submitted by then, postpone until September 19<sup>th</sup>)
- August 31 – Recommendations for future World Breastfeeding Week materials due
- November 19 – “How We Celebrated” slideshow due

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