

## Regional Director Job Description

**Job Title:** Regional Director

**Reports to:** Executive Director and Marketing Director

**Status:** Volunteer

### **Organization/Position Summary:**

Historically, Tennessee has been divided into 5 Perinatal Regions with each Region having an associated Perinatal Center to assist with providing care for high-risk pregnancies and infants in the region. They are as follows:

1. RegionalOneHealth in Memphis, TN
2. Vanderbilt University Medical Center and Monroe Carell, Jr. Children's Hospital in Nashville, TN
3. Johnson City Medical Center Hospital in Johnson City, TN
4. The University of Tennessee Medical Center in Knoxville, TN
5. Erlanger Health System and T.C. Thompson Children's Hospital in Chattanooga, TN

From its inception, Mothers' Milk Bank of Tennessee has sought to "Mirror" these regions by assigning Volunteer Regional Directors to implement the Milk Bank's work across the State of Tennessee.

### **Essential Duties and Responsibilities:**

Under ideal circumstances, each Regional Director will be responsible to recruit other volunteers in their region to create three subcommittees that report to the Regional Director:

1. Fundraising Subcommittee
  - a. Develop personal relationships with stakeholders
  - b. Identify possible Individual and Corporations
  - c. Identify Corporations that match individual contributions of their employees
  - d. Help plan an annual event in their region as a "Thank you" for Donor Mothers, to raise awareness and possible funding sources.
2. Community Outreach Subcommittee
  - a. Identifying Community events around Pregnancy and Breastfeeding in their Region and inform Marketing Director so events can be added to the MMBTN Calendar
  - b. Identify and promote the Milk Bank with Mom's Groups in the Region
  - c. Attend Regional Baby Fairs- have a Table at such events

- d. Identify volunteers to help “man” Milk Bank Vendor Table
  - e. Suggest Social Media ideas to Marketing Director
  - f. Refer Media requests to E.D. and Marketing Director
  - g. Represent the Milk Bank at relevant expos, grand openings, events, and conferences designed to build brand awareness and generate milk donors, financial supporters, or clinical contracts.
3. Depot Subcommittee
- a. Consider possible new Depot Sites: consider- Hospitals? Pediatric Offices? Health Department locations?
  - b. Represent Milk Bank while finding contacts for possible Depot Development in the Region.

In the absence of such Subcommittees, the Regional Director will be responsible for those functions within the Region.