



## Position Description

<b>Position title:</b>	Engagement and Communications Manager
<b>Classification:</b>	Level 5
<b>Award:</b>	Social, Community, Home Care and Disability Services Industry Award 2010
<b>Hours:</b>	22.5 hours per week (0.6 FTE)
<b>Position tenure:</b>	Permanent
<b>Employee benefits:</b>	Salary Packaging
<b>Location</b>	ABA National Support Office, 11 Queens Road, Melbourne 3004
<b>Reports to:</b>	Senior Manager - Growth and Engagement
<b>Direct reports:</b>	<ul style="list-style-type: none"><li>• Engagement and Communications Coordinator (Staff)</li><li>• Majestic IT – Drupal 9 Webmaster (Contractor)</li><li>• Web Help Team (Staff and volunteers)</li><li>• National Social Media Team (Staff and volunteers)</li><li>• National Public Relations Team (Volunteers)</li></ul>

### About ABA

Since 1964 the Australian Breastfeeding Association (ABA) has been supporting mothers, parents and families who want to make breastmilk available to their babies. Via a volunteer workforce of around 1000 people, ABA provides evidence-based information and support to hundreds of thousands of mothers per year whilst raising awareness of the importance of breastfeeding and human milk for child and maternal health. ABA runs Australia's National Breastfeeding Helpline, Breastfeeding Education Classes, the Breastfeeding Friendly Workplace program and around 130 local support groups. ABA is a not-for-profit, Registered Training Organisation and Australia's leading provider of breastfeeding information.

## Position objective

The Engagement and Communications Manager, is responsible for internal and external marketing and communications strategy and activities for ABA's personal and professional membership, corporate partners, appeals, ecommerce, expos and trade events, community fundraising and advertising.

## Key responsibilities

- Work closely with ABA's senior management team to develop, implement and evaluate ABA and sub-brands marketing, communications strategy and plan, to the following audiences:
  - ABA members – personal and health professional;
  - Parents;
  - Corporate partners, sponsors and advertisers;
  - ABA volunteers;
  - Donors and supporters, and:
  - Retail customers,

ensuring alignment with ABA's new refreshed brand and strategic plan.

- Manage ABA's public relations activities, including media relations.
- Manage the ongoing maintenance and development of the new ABA website including relationships with external suppliers.
- In consultation with internal stakeholders, lead the development, execution and evaluation of a range of annual campaigns, appeals, marketing and communications activities to ensure alignment to broader strategies and optimisation of activity.
- Edit and produce a wide range of external and internal communications.
- Lead and develop a skilled, motivated and efficient team of staff and volunteers.
- Deliver strong budget management, oversee risk and compliance ensuring activities adhere to policies.

### As a Team Member:

- Adhere to the Australian Breastfeeding Association's Code of Conduct.

- Take responsibility for reaching key performance indicators, develop and share best practice ideas, and assist and support other team members to reach their individual and team goals where applicable.
- Work as a cooperative team member and contribute to a motivating environment.
- Participate in staff review and development programs.

### Requirements of the position

- Compliance with ABA's Workplace Health and Safety (WHS) Policy
- Agreement in writing to abide by the ABA Code of Ethics and ABA Code of Conduct

### ***Skills and Experience***

- Minimum three years of full-time experience (or equivalent) in a similar role\*
- Demonstrated project management skills and experience\*
- Experience in leading teams including mentoring and developing staff and volunteers to achieve organisational objectives\*
- Proficiency with Canva or Adobe Creative Suite
- Excellent communication, presentation and problem-solving skills
- Experience in financial management and budget oversight
- Demonstrated commitment to continuous improvement
- Ability to work both autonomously and as part of a collaborative team

### ***Knowledge***

- Experience in website content maintenance\*
- Working knowledge of CRMs\*
- Understanding of digital UX design
- Familiarity with Drupal 9 is desirable

### ***Qualifications***

A bachelor's degree or equivalent in business, marketing or communications, or an appropriate discipline relevant field and industry experience of 5+ years.

*\*Key selection criteria*

## Communication

### Internal

- Senior Manager, Growth and Engagement
- Growth and Engagement team members
- Senior management team
- National Support Office staff
- ABA branch presidents and national volunteer position holders
- ABA branch office managers

### External

- Customers and consumers including parents and health professionals
- External organisations including business partners, sponsors, and funders
- Media

## Key performance indicators

- No. of content pieces – social media posts, eNewsletters, etc. published weekly or monthly
- No. of click throughs vs number of people who receive an EDM
- No. of people subscribed to ABA email marketing campaigns
- % increase of unique visitors to the ABA website; bounce rate; average time spent on site
- % of conversions from marketing activities and operations
- Total volume of quality press releases, platforms and leads prioritised by the team

The Australian Breastfeeding Association is a family-friendly workplace and offers paid lactation breaks for breastfeeding women.

The Australian Breastfeeding Association is a non-smoking workplace.

## Revision history

Revision	Date	Description of modifications
1	April 2021	Position created. Approved by EO
2	March 2023	Updated by EO.