



Position Description

Position title:	Senior Manager - Growth and Engagement
Classification:	Level 6
Award:	Social, Community, Home Care and Disability Services Industry Award 2010
Hours:	22.5 hours per week (0.6 FTE)
Position tenure:	Permanent
Employee benefits:	Salary Packaging
Location	ABA National Support Office, 11 Queens Road, Melbourne 3004
Reports to:	Executive Officer
Direct reports:	<ul style="list-style-type: none">• Engagement and Communications Manager (Staff)• CRM Lead (Staff)• App developer (Contractor)• Membership Working Group Coordinator (Volunteer)• Breast Pump Hire Working Group Coordinator (Volunteer)• Fundraising Working Group Coordinator (Volunteer)• Group Projects Working Group Coordinator (Volunteer)

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 Senior Manager - Growth and Engagement, is responsible for increasing the Association's brand recognition and financial growth, in collaboration with the Association's program and administration teams and ABA's Australia-wide workforce of volunteers.

Key responsibilities

- Develop and implement ABA's income development strategies to enable growth, diversification and consolidation of key revenue streams, including personal and professional membership, corporate sponsorships, appeals, ecommerce, expos and trade events, community fundraising, advertising and applications to trusts and foundations.
- Oversee the implementation of ABA's marketing and communications strategy to build brand awareness that converts to engagement, participation, sales and membership.
- Provide support and capacity building to all functional areas of the Association to build and maintain brand alignment.
- Provide leadership, guidance and support to ABA's Growth and Engagement team.
- Develop and maintain effective liaison and consultation processes with internal and external stakeholders including consumers (pregnant women, new parents and breastfeeding mothers), working groups, volunteers, partners, sponsors, advertisers, and funders.
- Manage all income development operations and oversee marketing related operations, including budget, deliverables, reporting and administration.

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 the successful delivery of significant strategic income development campaigns which deliver sustainable growth*
- Demonstrated project management skills and experience*
- A proven track record in leading teams including mentoring and developing staff and volunteers to achieve organisational objectives*
- Highly developed communication, presentation and problem-solving skills
- Demonstrated ability in financial management and budget oversight
- Demonstrated commitment to continuous improvement
- Ability to work both autonomously and as part of a collaborative team.

Knowledge

- Working knowledge of CRMs*
- Familiarity with Drupal 9 is desirable

Qualifications

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

**Key selection criteria*

Communication

Internal

- Executive Officer
- Senior management team

- Key National Support Office staff
- ABA branch presidents and national volunteer position holders
- ABA branch office managers

External

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

Key performance indicators

- % increase of ABA personal and professional members
- % increase in revenue from ABA's various funding streams
- % sponsor or corporate partner satisfaction rating
- % increase in engagement with community campaigns

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