



## Position Description

Position title:	<b>Social Media &amp; Communications Coordinator</b>
Classification:	Level 3
Award:	Social, Community, Home Care and Disability Services Industry Award 2010
Hours:	Full time
Position tenure:	Permanent
Employee benefits:	<ul style="list-style-type: none"><li>• Salary packaging –up to \$15,900 of salary tax free</li><li>• Flexibility to work from home</li><li>• Family-friendly workplace culture</li></ul>
Location	ABA National Support Office, 11 Queens Road, Melbourne 3004
Reports to:	Manager, Communications & Engagement
Direct reports:	Social media Team (Volunteers) Meme Team (Volunteers)

### About ABA

Since 1964 the Australian Breastfeeding Association (ABA) has been supporting mothers and caregivers who want to breastfeed their babies. With the help of around 1000 volunteers, ABA provides evidence-based information and support to 500,000+ mums and their families annually, while 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 (BFW) program and around 130 local support groups. ABA is a not-for-profit, Registered Training Organisation and holds seminars and training for Health Professionals. ABA is Australia's leading provider of breastfeeding information. 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.

### Position objective

The position works collaboratively across the organisation to coordinate the implementation of national membership marketing, engagement, and communications strategies for ABA. The position has responsibility for content creation and delivery of several electronic newsletters, as well as other email marketing; social media content creation and planning and the coordination of the volunteer social media team; and will undertake communications campaign planning and implementation, copywriting, media coordination and some



graphic design, as directed.

### **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*

- Related degree qualification with relevant experience with B2C social media marketing or content development in a similar role, or related diploma qualification with 3+ years of relevant experience in a similar role.
- Good social media monitoring skills, with experience in copywriting, producing a range of communications and engagement materials.
- Impeccable time management skills with the ability to multitask.
- Detail-oriented approach with ability to work under pressure to meet deadlines.
- Ability to establish and maintain positive, professional relationships with a range of internal and external stakeholders.
- Creative, enthusiastic, 'Go-getter', and self-motivated, with a strong capacity to show initiative.
- Ability to work autonomously and as part of a team.
- Excellent interpersonal and communication skills – experience in coordinating and project teams is desirable.

### *Knowledge*

- Excellent computer literacy with demonstrated experience in Office 365 suite, website content management systems, and Mailchimp or similar eDM software.
- Passion for social media and proficiency with major social media platforms and social media management tools (Hootsuite, Sprinklr).
- Strong proficiency with video and photo editing tools (Adobe Creative Suite, Canva), digital media formats, and HTML
- Graphic design experience (Adobe Creative Suite preferred) or equivalent, with expertise in producing electronic and printed materials.

### **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*

- Personal members:— Pregnant women, new parents, breastfeeding mothers
- Health professionals
- Media and freelance journalists
- Wider community involved/interested in breastfeeding

## **Key responsibilities**

### **Social media**

- Assist the Engagement Communications Manager to implement an engaging and results-driven national social media strategy.
- Develop and curate creative content for ABA's social media platforms.
- Assist in the creation and editing of written, video, and photo content.
- Maintain unified brand voice across different social media channels via management of the national social media calendar.
- Monitor social media channels for industry trends.
- Interact with users and respond to social media messages, inquiries, and comments on ABA's platforms.
- Review analytics and provide data to support board reports on key metrics.
- Develop/ refine content (creative copy and visual) and schedule posts on ABA's social media platforms including Facebook, Instagram, LinkedIn, and Twitter.
- Coordinate and support the volunteer social media and meme teams and provide feedback to the Engagement Communications Manager to improve social media engagement.
- Analytics reporting and recommendations for areas for growth and development, including strategic support, develop and review social media documents including the Social Media Strategy and 'Managing Social Media in ABA' guidelines.

### **Electronic newsletters (edms)**



- Plan, create content, schedule, and report on the following regular e-Newsletters:
  - Personal member eNewsletter (– monthly)
  - Professional member eNewsletter (– monthly)
- Provide copyediting support and impact analysis of the Breastfeeding Friendly Workplaces eNewsletter (– quarterly).

### **Engagement campaigns and fundraising appeals**

Support the Engagement & Communications Manager to deliver national, annual campaign and fundraising appeal activities required for both personal and professional audiences, including:

- National Mothering Week
- World Breastfeeding Week
- Tax Appeal
- Festive Appeal
- Baby's Day Out

### **Copywriting & other communications activities**

Develop and implement various elements as required for both personal and professional audiences, including:

- Direct mail
- Internal stakeholder communications/ EO updates/ staff newsletter updates
- Annual report
- Baby/ new parent expos – Resource support to branches / EDM's/ promotional activities (in collaboration with branch staff who manage the local events)
- Membership magazine articles
- Website updates

### **Media relations**

- Support the Engagement Communications Manager by reporting reactive media requests for comment.
- Co-develop and draft story angles, media releases or talking points to support ABA's advocacy and awareness- raising agenda (with the support of the Senior Manager, Growth & Engagement)
- Support media distribution
- Coordinate media monitoring services (Meltwater) and media coverage reporting

### **Graphic design**

Produce graphic design elements, as required, – for personal member audiences:



- Website page layout – utilising freshly developed templates/ elements
- Marketing collateral – postcards, posters, social media tiles and simple infographics

**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.

Other tasks as directed by the Senior Manager, Growth and Engagement, according to workload capacity.

**Delegated authority**

Decision-making is in accordance with the Association’s *Delegations Manual* and *Organisational Chart*.

**Key performance indicators**

- Effective delivery of B2C content pieces – eDMs, social media posts, e-publications, e-articles, etc
- Personal member, professional member and BFW e-newsletters produced in strategic alignment, distributed within agreed timelines
- Effective coordination of social media and meme teams’ feedback to management , balancing published content diversity across ABA’s channels, ensuring high levels of accuracy, appropriate moderation,-and positive engagement metrics.
- Engagement and communication campaign elements produced to a high standard, and to agreed timelines.
- Support the Engagement Communications Manager to appropriately monitor media coverage recorded, and media enquiries are triaged appropriately, including collaboration with appropriate authorised spokespersons or subject matter experts.
- Copywriting activities are produced to a high standard and to the agreed timelines.
- Graphic design activities are produced in alignment with brand guidelines and to agreed timelines.



- Internal stakeholders informed of deadlines for content submission.

### Revision history

Revision	Date	Description of modifications
V1	April 2021	Position created. Approved by EO
V2	March 2023	Updated by EO.
V3	July 2023	Updated by Senior Manager Growth and Engagement. Approved by EO