



## Position Description

<b>Position title:</b>	Breastfeeding Counsellor and Breastfeeding Educator
<b>Classification:</b>	Volunteer position
<b>Hours:</b>	Flexible (NB: essential activity requirements are applicable. See below).
<b>Position tenure:</b>	The term of office is until the breastfeeding counsellor or breastfeeding educator chooses to resign or is no longer able to meet the requirements of the role subject to the provisions of the Australian Breastfeeding Association (ABA) constitution, clause 13.5 (d). Minimum 2 year commitment is expected
<b>Reports to:</b>	Senior Manager Helpline Services and Volunteer Support For activities within the group: Group Leader For activities within the branch: Branch President or delegate

### 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, a registered charity, Registered Training Organisation and Australia's leading provider of breastfeeding information.

### Position objective

- Provide breastfeeding information, education and counselling services in accordance with ABA policies and procedures.
- Encourage membership of the Australian Breastfeeding Association.
- Work within the ABA strategic plan to achieve ABA's Vision and Mission.

### Key responsibilities

#### General

- Adhere to, and comply with ABA Codes of Ethics and Conduct, organisational policies, procedures, processes and guidelines.
- Follow procedures outlined in the *Scope of practice, appointment, activity requirements of Breastfeeding Counsellors, Breastfeeding Educators and Trainees*.
- Take responsibility for own work and maintain respectful and collaborative working relationships with other ABA volunteers, staff, members and other stakeholders.
- Support the financial viability of the organisation by participation in fundraising activities and the promotion of membership.
- Proactively identify and respond to Workplace Health and Safety (WHS) risks and hazards in accordance with ABA policies and procedures.
- Provide peer support, guidance and or mentoring to other ABA volunteers, where needed.
- Ensure only the most recent versions of ABA approved breastfeeding information and resources are used.
- Work with others to evaluate and improve services provided.
- Contribute to the sustainability of the Association by taking on or assisting with other tasks where needed.



During the first 2 years of service

Role	Responsibilities
<b>Breastfeeding counsellors</b>	A minimum of 8 hours per month participation on the Breastfeeding Helpline is maintained.
<b>Breastfeeding educators</b>	A minimum of 8 hours per month participation is maintained that includes: <ul style="list-style-type: none"> <li>• A minimum of 4 hours on LiveChat and</li> <li>• A minimum of 4 hours of other breastfeeding education and or LiveChat activities.</li> </ul>

The following are **essential activity requirements**, beyond the first 2 years of service:

Role	Responsibilities
<b>Breastfeeding counsellors</b>	Must provide mother-to-mother support and breastfeeding information by completing at least one of the following each month: <ul style="list-style-type: none"> <li>• 2 hours taking calls on the Breastfeeding Helpline (can be split into 2 x 1 hour shifts)</li> </ul> OR <ul style="list-style-type: none"> <li>• One 2-hour shift taking chats on LiveChat</li> </ul> OR <ul style="list-style-type: none"> <li>• Group Leader (or delegate) facilitating monthly local group activities</li> </ul> OR <ul style="list-style-type: none"> <li>• Presenting a Newborn Virtual Village Session once a month</li> </ul> OR <ul style="list-style-type: none"> <li>• Presenting a Breastfeeding Preparation session once a month</li> </ul> OR <ul style="list-style-type: none"> <li>• Presenting a Connect and Share online session once a month</li> </ul> OR <ul style="list-style-type: none"> <li>• Presenting a BEC once a month</li> </ul>
<b>Breastfeeding educators</b>	Must provide breastfeeding information by completing at least one of the following each month: <ul style="list-style-type: none"> <li>• One 2 hour shift taking chats on LiveChat</li> </ul> OR <ul style="list-style-type: none"> <li>• Group Leader (or delegate) facilitating monthly local group activities</li> </ul> OR <ul style="list-style-type: none"> <li>• Presenting a Newborn Virtual Village Session once a month</li> </ul> OR <ul style="list-style-type: none"> <li>• Presenting a Breastfeeding Preparation session once a month</li> </ul> OR <ul style="list-style-type: none"> <li>• Presenting a connect and share online session once a month</li> </ul> OR <ul style="list-style-type: none"> <li>• Presenting a BEC once a month</li> </ul> OR <ul style="list-style-type: none"> <li>• Engaging in monthly advocacy initiatives that are in keeping with the ABA Advocacy Strategy</li> </ul>

**Any variations to volunteering activity and Association service requirements must be approved by the Senior Manager Helpline Services and Volunteer Support.**



### As a Team Member:

- Adhere to the Australian Breastfeeding Association's Code of Conduct, Code of Ethics, ABA policies and procedures and the Delegations Manual.
- Take responsibility for reaching key performance indicators.
- Work as a cooperative member of the volunteer team and contribute to a motivating environment.

## Requirements of the position

### Qualifications, membership and other criteria

- Current ABA voting membership
- Current Working with Children Check (or equivalent)
- 10998NAT Certificate IV in Breastfeeding Education or equivalent OR ABA pre-2008 qualification as a breastfeeding counsellor or educator
- Commitment to ABA's underpinning philosophies and principles for the protection, promotion and support of breastfeeding. These are exemplified in ABA's Vision, Mission and Values Statements, Code of Ethics and Position Statement on Breastfeeding.

### Breastfeeding counsellor

- Experience of breastfeeding at least one infant for at least 6 months, unless the Senior Manager Training and Education has approved exemption from this requirement.

### Breastfeeding educator

- Demonstrated awareness of the importance of breastfeeding and understanding of the mother-baby breastfeeding dyad and relationship.

### Communication and reporting requirements

- Ensure current volunteering participation is communicated and confirmed at least twice per calendar year as described in the *Scope of Practice, Appointment, Activity Requirements of Breastfeeding Counsellors, Breastfeeding Educators and Trainees*.
- Engage with Association communications at group, regional, branch or national level and respond where required.
- Ensure own annual volunteer report is completed within timeframe specified.
- Ensure any notes taken or records of ABA activities are kept in accordance with ABA policies for privacy and confidentiality.
- Follow procedures for taking leave from volunteering activities where required as outlined in the *Scope of Practice, Appointment, Activity Requirements of Breastfeeding Counsellors, Breastfeeding Educators and Trainees* for taking leave.

### Professional development and maintaining vocational competence

- Stay current by participation in the number of organisational, communication and breastfeeding professional development activities including branch conferences, as specified in the *Professional development guidelines*, and documenting learning and participation in My Professional Development Record on the ABA website.
- Maintain active involvement in breastfeeding counselling and or breastfeeding education delivery to ensure vocational competence.

### Skills and Experience

- Ability to provide breastfeeding support in accordance with ABA's policies, procedures and guidelines.
- Able to self-manage workload to meet ABA volunteering commitments.



- Basic IT skills and ability to access and use the internet.
- Excellent communication skills.
- Ability to work as part of a team and contribute to the motivation and encouragement of team goals and team development.

### **Key performance indicators**

#### **Breastfeeding counsellor**

- Within first 2 years after qualification, participation on the Breastfeeding Helpline for a minimum of 8 hours per month
- Beyond 2 years of qualification, participation as per essential activity requirements, listed above.

#### **Breastfeeding educator**

- Within first 2 years after qualification, participation of at least 4 hours on LiveChat and an additional 4 hours of other breastfeeding Education activities
- Beyond 2 years of qualification, participation as per essential activity requirements, listed above.

#### **General**

- Breastfeeding counselling and/or breastfeeding education activities are regularly carried out at group, regional, branch or national level.
- Current volunteering participation is communicated at least twice per year. Once through volunteer reporting and once with relevant reporting line.
- Annual Volunteer Activity Reports are completed within the expected timeframes.
- Participation in professional development activities is maintained and documented in 'My Professional Development Record' on ABA website.
- Compliance with the Code of Ethics and Code of Conduct.



### Revision history

Revision	Date	Description of modifications
Created	23 June 2008	Position created. Approved by ABA Board
V1.0	17 August 2008	Approved Board meeting 138
V1.1	21 August 2011	Approved Board meeting 150
V1.2	10 November	Minor update of OHS to WHS and name of Cert IV B/F title
V1.3	March 2013	Formatting only change to new website templates
V2.0	22 July 2014	Significant update and simplification. Approved via board email vote.
V2.1	1 August 2015	Edit 'Reports To' and 'Communication' sections to reflect current operating model. Approved by CEO
V3.	1 January 2019	Significant update. Merging of Breastfeeding Counsellor and Community Educator Positions descriptions. Approved by
V3.1	18 January 2021	Approved by Board meeting 219. Updated Senior Manager position title. Clarified reporting and communication and professional development requirements.
V3.2	31 January 2022	Changed title from Community Educator to Breastfeeding Educator to communicate the description of this role more effectively
V4	26 June 2023	Essential volunteering beyond 2 years included Approved by Board