



Position Description

Position title:	Professional Engagement Lead
Classification:	Level 5.1
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:	<ul style="list-style-type: none">• Salary packaging – access up to \$18,550 of salary tax free• Flexibility to work from home/ remotely for up to 2 days per fortnight.• Family-friendly workplace culture
Location	Hybrid: ABA National Support Office, 11 Queens Road, Melbourne 3004 / Remote
Reports to:	Senior Manager – Growth & Engagement
Direct Reports	Nil

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

As a Professional Engagement Lead, you will play a pivotal role in fostering strategic relationships, identifying strong business development opportunities, and create financially viable partnerships and sponsorships to enhance the delivery of our professional membership services. The successful candidate will possess a deep understanding of the healthcare landscape, excellent negotiation skills, and the ability to establish credibility with a wide range of healthcare stakeholders. Financial acumen in developing sponsorship offerings is desirable.

Key responsibilities

Stakeholder Relationship Management and Development:

- Cultivate and maintain relationships with key healthcare professionals, including Lactation consultants, midwives, child health nurses, GPs, obstetricians, paediatricians, pharmacists, and aboriginal health workers.
- Identify and capitalise upon opportunities for business development, collaboration, and partnership to support best practice care of mothers and babies.
- Under the direction of the Senior Manager, Growth & Engagement, collaborate with stakeholders to understand their needs, challenges, and priorities, and align organisational strategies accordingly.
- In consultation with key internal stakeholders, act as a business development point of contact for external professional stakeholders, addressing inquiries, concerns, and facilitating effective communication channels.
- Under the direction of Senior Manager, Growth & Engagement, coordinate negotiations and partnership agreements, ensuring mutual benefit and alignment with ABA's organisational goals.

Market Insights and Analysis:

- Monitor industry trends, regulatory changes, and competitive landscape within the health sector and report findings.
- Provide insights and recommendations based on market analysis to inform strategic decision-making and identify potential areas for growth.

Engagement, Communication and Advocacy:

- Plan and execute customer engagement activities that increase income and participation in workshops, conferences, webinars, and thought leadership sessions to promote knowledge sharing and networking.
- Develop compelling communication materials, including presentations, whitepapers, and reports, to advocate for ABA's initiatives and impact.

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

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

Qualifications

- Bachelor's degree in healthcare-related field (Health Administration, Public Health, or related field).
- Proven experience (3–5 years) in a leadership, management, or business development role focused on stakeholder engagement or developing partnerships within the health sector.
- Strong understanding of healthcare industry trends, regulations, and challenges.
- Excellent interpersonal and communication skills, including the ability to build rapport, negotiate effectively, and present compelling arguments.
- Strategic thinker with a proactive and innovative approach to problem-solving.
- Proficiency in using relevant software tools for business administration, data analysis, and communication.

Delegation Authority

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

Key performance indicators

- Support the Senior Manager, Growth & Engagement regularly analyse and report on KPIs, adjusting strategies as needed to achieve desired outcomes.

Revision history

Revision	Date	Description of modifications
V1	28/09/2023	Version 1