



## Position Description

Position title:	Community Engagement Liaison
Classification:	Volunteer
Hours:	2+ hours per month
Term:	Flexible and in consultation with the Group Leader or Team Leader
Reports to:	Group Leader or Team Leader

## Position objective

- To strengthen and support ABA's relationship with a diverse range of organisations
- To enhance awareness of the Association, its services and products
- To increase community engagement with ABA
- To support local groups and regions remain aligned with nationally coordinated engagement activities
- To support breastfeeding-friendly programs
- To represent ABA to external audiences including talks, presentations, display tables and community events

## Requirements of the position

### General

- Current financial ABA member
- Agree to abide by ABA's Code of Ethics
- Compliance with ABA Workplace Health and Safety (WHS) requirements
- Undertake the relevant induction module for this role

## Skills/experience

One or more of the following:

- Effective interpersonal skills
- Ability to work collaboratively with diverse stakeholders, organisations and colleagues
- Strong written and verbal communication skills
- Good organisational skills
- Stakeholder engagement and/or or public relations experience

## Knowledge

- Understanding of current local/regional activities
- Understanding of ABA's Code of Ethics, Code of Conduct, vision and mission and other related position statements



## Additional

- The role covers many community engagement activities and volunteers can select from any of the activities noted below as part of their commitment each month. All activities require the permission of either the group leader (in the case of local volunteering) or the team leader (in the case of branch or national volunteering) and need to be in line with current group priorities and/or ABA's strategic objectives.

## Key responsibilities

### General

- Utilise up-to-date ABA resources, promotional materials and presentations as found in the Volunteer Manual
- Maintain regular contact with supervisor ie group leader, working group coordinator or project team leaders, or branch or national staff or manager
- Remain up-to-date with relevant Association news and learning opportunities
- Inform relevant internal stakeholders of activities being planned
- Report on the outcomes of activities to supervisor and evaluate where appropriate
- Complete the '[Representing ABA in the community](#)' form as needed.

### Local Promotion

#### General promotion

- Coordinate and/or engage in promotional activities within the local community to increase visibility of ABA and connection to our services and products
- Undertake activities to distribute information about ABA and its services throughout the community
- Represent ABA within external organisations such as in local hospitals, or in local committees to enhance knowledge and support of ABA within the local community.

#### Events

- Plan and coordinate ABA events within the local region. This might include but is not limited to baby expos, local or regional fundraising events, World Breastfeeding Week activities and other events that promote ABA to the community audience.
- Attend local events such as local fairs and expos as an ABA representative.

#### Breastfeeding Friendly Australia

- Identify opportunities to increase engagement and uptake of breastfeeding friendly programs
- Promote ABA's breastfeeding Friendly Australia offerings to relevant organisations and businesses within the community
- Collaborate with the Breastfeeding Friendly Australia Manager and relevant working groups to promote the breastfeeding friendly programs

#### Media engagement

- Promote ABA within the community via local media including local newspapers and newsheets, and local radio
- Disseminate ABA press releases to local media outlets

## Advocacy

- Advocate to local politicians and candidates on issues relevant to ABA and breastfeeding in alignment with ABA's Advocacy Strategy and using materials prepared by ABA's national team or the Advocacy Working Group.

## **Branch and national engagement (as part of a national or branch project team)**

- Represent ABA on committees or stakeholder groups that operate at a state, territory or national level
- Maintain relationships with external stakeholder bodies e.g. funders/health departments in consultation and collaboration with relevant Association national and branch team members
- Identify, new external organisations who ABA could develop relationships with including hospitals, midwives and health professionals, IBCLCs, pharmacies, parents' programs, local and state governments and funding bodies
- Build initial connections with new organisations such as those listed in the point above
- Network with and build relationships with a range of relevant external organisations (Cert IV in Breastfeeding Education desirable)
- Share national promotional presentation (available in the Volunteer Manual) with external organisations such as 'About ABA' presentations
- Support branch or national media engagement as agreed to by relevant branch or national managers

## Key performance indicators

- Number of promotional events held, and/or
- Number of new relationships developed, and/or
- Number of meetings representing ABA, and/or
- Number of contacts related to the Breastfeeding Friendly Australia program. and /or
- Number of media items published or broadcast.

## Revision history

Revision	Date	Description of modifications
	February 2024	Created and approved by Senior Manager Helpline Services & Volunteer Support