



Position description

Position title:	Social Media & Communications Coordinator
Reports to:	Manager, Communications & Engagement
Direct reports:	<ul style="list-style-type: none">• Social Media Working Group Coordinator (Volunteer)• Meme Team Coordinator (Volunteer)
Hours	38 hours per week
SCHADS award role classification	Level 3
Date updated:	June 2025

About the role

The role of Social Media & Communications Coordinator 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 digital marketing and communications, including electronic newsletters, email marketing; social media content planning, coordination and creation and planning; As a key part of ABA's marketing and communication team, the role undertakes communications campaign planning and implementation, copywriting, media coordination and some graphic design, as directed.

Key responsibilities

In this dynamic and creative role, you will lead the coordination and implementation of ABA's national membership marketing, engagement, and communications strategies. You will be responsible for creating and delivering compelling content across electronic newsletters and email marketing, while also planning and producing engaging social media content in collaboration with our dedicated volunteer social media team. You will shape how ABA communicates with members and the wider community by driving impactful campaigns, executing strategic communications plans, crafting high-quality copy, and supporting media engagement. Your skills in graphic design will enhance visual storytelling across platforms.

Social media coordination	<ul style="list-style-type: none">• Contribute to the development and coordination of ABA's social media strategy to engage expectant and new parents and health professionals through the publication of innovative and interactive content• Support the growth of ABA's brand recognition across target audiences
National campaigns and appeals	Support the Communications and Engagement Manager to: <ul style="list-style-type: none">• enhance awareness of the needs of breastfeeding women, mothers and families through the delivery of two annual campaigns, National Mothering Week (May) and World Breastfeeding Week (1–7 August)• raise essentials funds for the Association through the delivery of two annual appeals, Tax Appeal (June) and Festive Appeal (December)
Electronic newsletters (edms)	<ul style="list-style-type: none">• Support the Communications and Engagement Manager to drive engagement and sales by planning, building and scheduling monthly eNewsletters for the following audiences:<ul style="list-style-type: none">• Expectant and new parents• Health professionals

	<ul style="list-style-type: none"> Employers
Copywriting and other communications activities	Contribute to the maintenance of a unified brand tone by producing copy for internal and external audiences including stakeholder communications, direct mail, resources, articles and webpages
Media relations	<p>Enhance ABA's profile in the media by supporting the Engagement and Communications Manager to:</p> <ul style="list-style-type: none"> respond to requests for comment <ul style="list-style-type: none"> draft and distribute media releases prepare talent for interview
Graphic design	Contribute to the maintenance of a unified brand image through the production of graphic design elements for a variety of applications including promotional collateral, webpages and direct marketing.
Volunteer support	Coordinate and support volunteer teams to generate high quality and brand aligned content for use in ABA's social media channels
Reporting	<p>Support the continuous improvement of ABA's communications and marketing by reporting on the performance of:</p> <ul style="list-style-type: none"> ABA's social media channels Member/ stakeholder eNewsletters ABA in the media
Stakeholder communication	<p>Internal</p> <ul style="list-style-type: none"> Senior Manager, Growth & Engagement Manager, Communications & Engagement <p>External</p> <ul style="list-style-type: none"> Pregnant women, new parents, breastfeeding mothers Health professionals Media and freelance journalists Wider community involved/interested in breastfeeding
Other organisational responsibilities	<ul style="list-style-type: none"> 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

Success profile

Qualifications	<p>Required</p> <p>Related degree in communications, business, design, or related diploma</p>
Experience	<p>Required</p>

	<ul style="list-style-type: none"> 2-3 years' experience with a flair for content creation and strategic thinking. <p>Highly desired</p> <ul style="list-style-type: none"> Health promotion experience in the not-for-profit sector
Knowledge	<p>Required</p> <ul style="list-style-type: none"> Proven experience in B2C social media marketing, digital content development, and communications campaign delivery High-level proficiency with design tools such as Canva or Adobe Creative Suite, and experience producing digital and print materials Strong communication and interpersonal skills, with the ability to build effective relationships with a variety of stakeholders Demonstrated experience using social media scheduling and monitoring tools (e.g. Hootsuite, Sprinklr)
Skills	<p>Required</p> <ul style="list-style-type: none"> Excellent computer literacy with demonstrated experience in Office 365 suite, website content management systems, Mosaico and/or Mailchimp or similar EDM software. Passion for social media and proficiency with major social media platforms and social media management tools (Hootsuite). Experience 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. Strong copywriting and content creation skills across a range of platforms for diverse audiences Exceptional time management and multitasking abilities, with a keen eye for detail and the ability to meet deadlines under pressure Comfortable working both independently and collaboratively, with a self-starter attitude and creative mindset

It should be noted that position descriptions may be reviewed and changed at any time.

Revision history

Revision	Date	Description of modifications
V1	June 2025	Updated by Manager, Communications & Engagement
V2	June 2025	Reviewed by Executive offer