



Position Description

Position title:	Senior Manager – Growth and Engagement
Reports to:	Executive Officer
Direct reports:	<ul style="list-style-type: none">Engagement and Communications Manager (Employee)Grants writer / fundraiser (Employee)Membership Working Group Coordinator (Volunteer)
Hours	22.5 hours per week
SCHADS award role classification	Level 6
Date Updated:	June 2025

About the Role

Reporting to the Executive Officer (EO) as a member of the senior management team, the Senior Manager – Growth and Engagement, is responsible for increasing the Association's funding diversity, financial growth and brand recognition, in collaboration with the Association's program and administration teams and ABA's Australia-wide workforce of volunteers.

Managing a part-time marketing and communications manager and grants writer/fundraiser, the Senior Manager – Growth and Engagement has overall responsibility for ABA's marketing and communications function; membership development; sponsors and partnerships; donors, grants and fundraising; and ecommerce..

Key Responsibilities

Income development	<p>Develop and implement ABA's income development strategies to enable growth, diversification and consolidation of key revenue streams, including:</p> <ul style="list-style-type: none">ABA's tiered membership offering for expectant and new parents, 'ABA Virtual Village'Friends of ABA membershipABA professional membership for health professionalsGrant applications to trusts and foundations.Ecommerce via ABA online shopFundraising appealsContinuing education offerings for health professionalsCorporate advertising, sponsors and partners
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Marketing and communications	<ul style="list-style-type: none"> • Oversee the implementation of ABA's marketing and communications strategy to build brand awareness that converts to engagement, participation, sales and membership. • Provide support and capacity building to all functional areas of the Association to build and maintain brand alignment.
Budget management & reporting	<ul style="list-style-type: none"> • Manage all income development operations including budget, deliverables, sales reporting and administration. • Ensure all statutory financial and reporting obligations are met for external funding sources.
Leadership and management	<ul style="list-style-type: none"> • Provide leadership, guidance and support to ABA's Growth and Engagement team.
Stakeholder communication	<ul style="list-style-type: none"> • Work directly with the senior management team, branch president team, Executive Officer. • Develop and maintain effective liaison and consultation processes with internal and external stakeholders including consumers (pregnant women, new parents and breastfeeding mothers), working groups, volunteers, partners, sponsors, advertisers, and funders. • Liaise with paid and volunteer teams on financial matters across ABA.
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. • Various projects and initiatives as needed to achieve organisational goals and objectives. • 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> <ul style="list-style-type: none"> • A bachelor's degree or equivalent in business or commerce, or an appropriate discipline relevant field and industry experience of 5+ years.
Experience	<p>Required</p> <ul style="list-style-type: none"> • Minimum 3-5 years of full-time experience (or equivalent) in the successful delivery of significant strategic income development campaigns which deliver sustainable growth. • Demonstrated project management skills and experience. • A proven track record in leading teams including mentoring and developing staff and volunteers to achieve organisational objectives. <p>Desirable</p> <ul style="list-style-type: none"> • Sales experience. • Management of strategic relationships with corporate partners.

	<ul style="list-style-type: none"> Marketing management
Knowledge	Required <ul style="list-style-type: none"> Working knowledge of CRMs. Desirable <ul style="list-style-type: none"> Familiarity with Drupal 10 is desirable.
Skills	Required <ul style="list-style-type: none"> Highly developed communication, presentation and problem-solving skills. Demonstrated ability in financial management and budget oversight. Demonstrated commitment to continuous improvement. Ability to work both autonomously and as part of a collaborative team.

It should be noted that Position Descriptions are under constant review and may be changed at any time.

Revision history

Revision	Date	Description of modifications
V1	December 2024	New role – approved by EO
V1.1	December 2024	Minor changes – approved by EO
V1.2	June 2025	Minor changes – approved by EO