



Position Description

Position title:	ABA WA Branch Community Engagement Officer
Reports to:	ABA Western Australia Branch President
Direct reports:	None
Hours	22.5 hours per week
SCHADS award role classification	Level 4
Date Updated:	November 2025

About the Role

This role leads community engagement and partnership building for the ABA Western Australia Branch, promoting breastfeeding support services and volunteer opportunities across the state. You'll develop and implement stakeholder communications strategies, build relationships with health professionals and community partners, and increase ABA's visibility among priority communities.

Working closely with the Branch President and Service Delivery Officer, you'll coordinate breastfeeding education opportunities for healthcare students, manage the "Breastfeeding is Welcome Everywhere" campaign, and represent ABA at key networks. Your understanding of community health promotion and the needs of breastfeeding families will drive your work in expanding ABA's reach and impact throughout Western Australia.

Key Responsibilities

Community engagement and promotion	<ul style="list-style-type: none">• Promote opportunities for volunteering with ABA across Western Australia• Raise the capacity of health care students to care for mothers and babies through the coordination of breastfeeding education opportunities for student midwives and nutritionists at universities• In collaboration with ABA local groups, increase the visibility of ABA services to parents including priority communities, health professionals and community partners across Western Australia• Provide expert ABA representation at meetings of the WA Breastfeeding Network (WABFN) in the absence of the branch president• Lead the development and implementation of a stakeholder communications plan for the branch in collaboration with the branch leadership team and the Service Delivery Officer• Lead the distribution of breastfeeding resources for WA priority communities, in collaboration with the branch leadership team and the
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	<p>Service Delivery Officer</p> <ul style="list-style-type: none"> • Develop WA Branch's capacity to respond to community demand for 1096INAT Course in Community Breastfeeding Mentoring, in collaboration with ABA's national Learning and Innovation team. • Increase the take-up of Breastfeeding is Welcome Everywhere recognition by local businesses, organisations and community venues across Western Australia
Partnership management	<ul style="list-style-type: none"> • Build and maintain relationships with WA pharmacies, businesses and other health and community partners to promote ABA's services and collaborate in meeting the needs of families in Western Australia • Maintain regular communication with external stakeholders including health professionals, businesses and community organisations
Administration and operations	<ul style="list-style-type: none"> • Maintain the appropriate levels and currency of ABA resources stock and provide resources to volunteers as required. • Support the branch president to ensure efficient operations of ABA WA Branch • In collaboration with the Service Delivery Officer, provide 'front of house' reception for the branch including email, phones, and mailings • Maintain effective lines of communication with ABA National Support Office teams
Stakeholder communication	<ul style="list-style-type: none"> • Branch President and management team • ABA Growth and Engagement Team (marketing) • Western Australia Branch volunteers and trainees • ABA Local Groups (Western Australia) • ABA personal members (Western Australia) • Health services and health professionals • Media outlets
Other organisational responsibilities	<ul style="list-style-type: none"> • Adhere to the Australian Breastfeeding Association's policy framework. • 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 the branch's 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 and experience	<ul style="list-style-type: none"> • Certificate IV in Breastfeeding Education or equivalent, and • 4-year related degree with 1 year full-time experience, or • 3-year degree with 2 years' full-time experience, or • Associated diploma with relevant health promotion experience, or
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	<ul style="list-style-type: none"> • Certificate IV with substantial health promotion experience (5 years+)
Knowledge	<ul style="list-style-type: none"> • Understanding of engagement frameworks (co-design and IAP2 principles) • Demonstrated understanding of health promotion approach to breastfeeding support • Familiarity with CRM / database systems • Knowledge of ABA Policies, procedure and guidelines • Awareness of ABA's services to parents, in particular those available in Western Australia * • Understanding of the needs of pregnant women, breastfeeding mothers and new parents in relation to breastfeeding • Knowledge of relevant health and parent support services in Western Australia • Demonstrated understanding of and commitment to volunteerism
Skills	<ul style="list-style-type: none"> • Strong networking and relationship management capabilities • Ability to develop communication plans for specific audiences and implement in collaboration with the branch team • Ability to use social media for promotion • Ability to work with and support volunteer teams • Ability to tailor language and messages to diverse audiences • Demonstrated effective and inclusive interpersonal, verbal and written communication skills that can be applied to facilitate engagement with stakeholders. • Demonstrated ability with computer/Internet skills. Competency with MS Office is essential. • Demonstrated effective organisational and time management skills. • Ability to work autonomously and proactively manage role accountabilities and achieve performance outcomes. • Ability to enter data and produce reports.

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
VI	Dec 2025	New role – approved by Victoria Marshall-Cerins