

## Position Description

Position title:	<b>Communications &amp; Engagement Lead</b>
Classification:	Level 4
Award:	Social, Community, Home Care and Disability Services Industry Award 2010
Hours:	75 hours per fortnight, flexible
Position tenure:	12 months
Employee benefits:	<ul style="list-style-type: none"> <li>• Salary packaging – access up to \$18,550 of salary tax free</li> <li>• Flexibility to work from home/remotely for up to 4 days per fortnight</li> <li>• Family-friendly workplace culture</li> </ul>
Location	ABA National Support Office, Suite 2, Level 3, 150 Albert Road, South Melbourne, Victoria
Reports to:	Senior Manager, Growth and Engagement
Direct reports:	Social media content working group (volunteers) Public Relations Officer Team (volunteers)

### Organisational profile

Since 1964 the Australian Breastfeeding Association (ABA) has been supporting mothers and caregivers who want to breastfeed their babies. With the help of around 1000 volunteers, ABA provides evidence-based information and support to 500,000+ mums and their families annually, while 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 (BFW) program and around 130 local support groups. ABA is a not-for-profit, Registered Training Organisation and holds seminars and training for Health Professionals. ABA is Australia's leading provider of breastfeeding information.

### Position objective

The position works collaboratively across the organisation to coordinate the implementation of national engagement, marketing and communications strategies for the ABA's integrated services and programs, including the National Breastfeeding Helpline, LiveChat, mum2mum app, breastfeeding classes, Breastfeeding Friendly Workplaces program, in collaboration with ABA's incredible volunteers and state-based branch staff.

The position has responsibility for content creation and delivery of several electronic newsletters, as well as other email marketing; social media content creation and planning and the coordination of the volunteer social media team; and will undertake communications campaign planning and implementation, copywriting, media coordination and some graphic design, as directed.

### Requirements of the position

- Related degree qualification with at least 2 years' experience in a similar role, or related diploma qualification with 3+ years of relevant experience in a similar role.
- Strong copywriting skills, with experience in producing a range of communications and engagement materials, including social media content.
- Excellent computer literacy with demonstrated experience in CRMs, website content management systems, and Mailchimp or similar EDM software.

- Graphic design experience (Adobe Creative Suite preferred) with expertise in producing electronic and printed materials.
- Excellent interpersonal and communication skills – experience in leading project or functional teams is desirable.
- Experience in social media/online channel moderation.
- Strong organisation and administrative skills.
- Attention to detail and a demonstrated ability to manage conflicting priorities and deadlines.
- Ability to establish and maintain positive, professional relationships with a range of internal and external stakeholders.
- Enthusiastic, positive and self-motivated, with a strong capacity to show initiative.
- Ability to work autonomously and as part of a team.
- Compliance with ABA's Workplace Health and Safety (WHS) Policy.
- Agreement in writing to abide by the ABA Code of Ethics, ABA Code of Conduct and ABA Communications Policy.

## Communication

### *Internal*

- Senior Manager, Growth and Engagement
- The volunteer social media team (content creators, content approvers and moderators)
- Data Manager
- Senior Management Team
- Branch office staff
- Broader employee and volunteer workforce

### *External*

- Personal members: Pregnant women, new parents, breastfeeding mothers
- Health professionals
- Media and freelance journalists
- Wider community involved/interested in breastfeeding

## Key responsibilities

### **Social media**

- Develop/refine content (copy and visual) and schedule posts on ABA's social media platforms including Facebook, Instagram, LinkedIn and Twitter.
- Coordinate and support the volunteer social media team.
- Identify and respond to social trends/opportunities to grow the engagement of ABA's various audiences, and translate this engagement into memberships and other paid services.
- Analytics reporting and recommendations for areas for growth and development.

### **Engagement campaigns and fundraising appeals**

Deliver national annual campaign and fundraising appeals activities required for both personal and professional audiences, including:

- National Mothering Week
- World Breastfeeding Week
- Tax Appeal
- Festive Appeal
- Baby's Day Out

## Media relations

- Support and coordinate a team of volunteer PR officers to manage reactive media requests for comment.
- Develop story angles/write media releases to support ABA's advocacy and awareness-raising agenda, media distribution and coverage coordination.
- Coordinate media monitoring services (Meltwater).

## Electronic newsletters (edms)

- Plan, create content, design, schedule and report on the following regular eNewsletters:
  - Personal member eNewsletter (monthly)
  - Professional member eNewsletter (monthly)
  - Breastfeeding Friendly Workplaces eNewsletter (quarterly)

## Copywriting & other communications activities

Develop and implement various elements as required for both personal and professional audiences, including:

- Direct mail
- Internal stakeholder communications/EO updates/staff newsletter updates
- Annual report
- Baby/new parent expos – EDMs/ promotional activities (in collaboration with branch staff who manage the local events)
- Membership magazine articles
- Website updates

## Graphic design

Produce graphic design elements, as required, in collaboration with other graphic design team members, for personal member audiences:

- Website page layout – utilising freshly developed templates/elements
- Marketing collateral – postcards, posters, social media tiles and simple infographics

ABA's new Drupal 9 website will launch in June 2022, with an overhauled user experience and realigned brand toolkit.

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

## Delegated authority

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

## Key performance indicators

1. Development of membership growth and engagement EDMs – delivered in strategic alignment, with steadily improving engagement metrics and within agreed timelines.
2. Personal member, professional member and BFW newsletters produced in strategic alignment, distributed with steadily improving engagement metrics.
3. Effective coordination of the social media teams, balancing the diversity of content published across ABA's national channels, ensuring high levels of accuracy, appropriate moderation and positive engagement metrics.
4. Engagement and communication campaign elements are produced to a high standard, and to agreed timelines.
5. Media enquiries are promptly coordinated, collaborating with authorised spokespersons and volunteers.
6. Copywriting activities are produced to a high standard and to the agreed timelines.

7. Graphic design activities are produced in alignment with brand guidelines and to agreed timelines.
8. Internal stakeholders informed of deadlines for content submission for each edition relevant to their area.