

Position Description

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| Position title: | Western Australia Branch – Health Project Officer |
| Classification: | Level 3 Pt 4 |
| Award: | Social, Community, Home Care and Disability Services Industry Award 2010 |
| Hours: | 0.4 FTE or 30 hours per fortnight |
| Position tenure: | Fixed-term for 12 months |
| Employee benefits: | Salary Packaging |
| Location | Western Australia |
| Reports to: | Western Australia Branch President |
| Direct reports: | None |

Position Objective

Working alongside our dedicated volunteers across Western Australia, you will bring to this new role your passion for providing access to breastfeeding support services. Build and maintain key partnerships with government bodies and other support services around Western Australia to ensure the longevity of the Australian Breastfeeding Association (ABA) within the State. Your understanding of the structure of ABA, and the needs of the Association will guide you as you contribute to the promotion of ABA in the health sector.

Key responsibilities

Promotion

- Develop a 12-month workplan for the promotion of ABA in the Western Australian health sector
- Promote and publicise ABA services to health and community organisations in Western Australia in collaboration with the National Support Office, in particular, ABA membership, Breastfeeding Education Classes and local group events using a range of strategies
- Improve awareness of volunteering opportunities with a view to increasing enrolment in Cert IV Breastfeeding Education accredited training to build the capacity and sustainability of ABA in Western Australia.
- Liaise locally with current ABA volunteers to guide support of any promotions (e.g. via Zoom, face-to-face regional meetings, phone calls, email)
- Publicise ABA Western Australia Branch promotions and liaise with managers regarding any national promotions

Community Engagement

- Respond to incoming enquiries from health and community stakeholders.
- Develop relationships with community stakeholders and look for opportunities to achieve position objectives including relationships with the Department of Health, WA Country Health Service, and community midwifery programs.

- Explore opportunities for collaborations and partnerships with health and community stakeholders.

Administration

- Investigate branch funding opportunities (grants etc)
- Use and promote existing ABA resources in the delivery of the position objective
- Work with existing reporting and data collection templates as part of the evaluation process
- Keep all records in accordance with ABA privacy policy.
- Maintain regular contact with ABA Western Australian Branch personnel for supervision, direction and progress reviews against agreed project milestones and KPIs
- Provide quarterly written progress reports, and a final project report.
- Adhere to ABA's Codes of Conduct and Ethics

Selection Criteria

Skills / Experience

- Demonstrated effective and inclusive interpersonal, verbal and written communication skills that can be applied to facilitate engagement with stakeholders
- Demonstrated ability to manage, promote, deliver and market similar initiatives*
- Ability to liaise with health professionals, community groups and other networks*
- 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 manage projects within budget and be financially accountable
- Ability to enter data and produce reports

Knowledge

- Awareness of ABA's services to parents, in particular those available in Western Australia *
- Awareness of ABA's health professional membership, services and resources. *
- 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

Qualifications (Essential)

- Certificate IV Breastfeeding Education or equivalent

Qualifications (Desirable)

- Health promotion qualification
- Marketing or PR qualifications

*Key selection criteria

Communication

- Branch President and management team
- Health Promotions Officer – Health Professionals (Training Team)
- ABA Growth and Engagement Team (marketing)
- Western Australia Branch volunteers and trainees
- ABA Local Groups (Western Australia)
- ABA personal members (Western Australia)
- ABA professional members (Western Australia)
- Health services and health professionals
- Media outlets

Other requirements

- Willingness to agree to adhere to the Code of Ethics, and complete ABA Orientation / Induction processes (inc. Volunteering with ABA presentation) as appropriate
- Mobile phone
- Access to an appropriate home office space, with reliable internet
- Current full driver license and own vehicle

Key performance indicators

- Workplan agreed with Branch President (BP)
- Establishment of an effective working relationship with WA Department of Health
- Increase number of relationships and communications with stakeholders
- Increase in new Western Australian ABA trainees as agreed with BP
- Increase in Western Australian members attending BECs
- Information requests responded to within one week of being received
- Emails and phone calls responded to within an appropriate timeframe as agreed with the BP
- Fortnightly liaison with the BP
- Assist quarterly reporting to ABA Board, via Branch President

Revision history

| Revision | Date | Description of modifications |
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| 1 | September 2021 | New role approved by Western Australian Branch President |
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