

Breastfeeding Friendly Workplace Consultant

Position description



Hours

20 hours per week for the duration of the initial term. Possible extension of hours after initial term.

Location

Canberra (ACT/NSW Branch Office), Melbourne (ABA National Office) or other remote location

Term

This position will be appointed for an initial period of 6 months. The position may be reappointed at the end of this term subject to agreement by position holder and management.

Reports to

BFW Program Manager

Organisational profile

The Australian Breastfeeding Association (ABA) is Australia's largest breastfeeding information and support service. It was founded as the Nursing Mothers' Association in 1964 by Mary Paton AM. ABA encourages and supports women who want to breastfeed or provide breastmilk for their babies. We educate volunteers and health professionals and advocate to raise community awareness of the importance of breastfeeding and human milk for child and maternal health. ABA is a registered training organisation (RTO). We have nearly 7000 members, 180 local groups nationwide and more than 1100 trained volunteers. We receive more than 70,000 helpline calls to the National Breastfeeding Helpline annually. Since 1964, more than 250,000 Australians have become members of the organisation.

Our **vision** - Breastfeeding is recognised as important by all Australians and is culturally normal.

Our **mission** - As Australia's leading authority on breastfeeding, we support, educate and advocate for a breastfeeding inclusive society.

Position objective

ABA has a number of programs and initiatives that promote public acceptance of breastfeeding, including in workplaces, childcare, baby care rooms and external public venue like cafes - these are collectively referred to as 'Breastfeeding Friendly Environments' (BFE). The Breastfeeding Friendly Workplaces (BFW) program is the largest program and focuses on supporting employers to create a supportive workplace for their breastfeeding employees. The main criteria for BFW accreditation criteria are for a workplace to provide:

Space - A private space for employees to feed or express milk.

Time - A breastfeeding policy that clearly outlines the support for lactation breaks.

Support - A communication strategy within the workplace to develop a supportive workplace culture.

The BFW Consultant is responsible for:

- promoting and marketing ABA's Breastfeeding Friendly Workplace program, products and services
- offering support services to external organisations that express interest in and/or are in the process of achieving BFW accreditation
- record keeping and administration in relation to the accreditation process
- identifying opportunities to increase support for breastfeeding women in Australian workplaces.

Requirements of the position

Essential requirements

- Compliance with ABA's Workplace Health and Safety (WHS) policy
- Agreement in writing to abide by the ABA Code of Ethics

Skills and Experience

- A strong customer service focus with demonstrated success in sales and meeting sales targets
- Demonstrated ability to establish and maintain positive, professional relationships with a range of stakeholders, including major employers, government, unions and employer organisations
- Enthusiastic, positive and self-motivated, with a strong capacity to show initiative.
- Ability to work autonomously and as part of a national, geographically-dispersed team
- High level interpersonal, communication (written and verbal) skills
- Ability to manage workload, meet deadlines and be well organised
- Excellent computer skills, including Office 365 (Word, Excel, Powerpoint, Outlook), Microsoft Teams, Microsoft SharePoint and Microsoft OneDrive.

Knowledge

- An understanding of women's right to breastfeed within a workplace environment and the challenges breastfeeding or lactating women in the workplace may face.
- Awareness of the political climate and policy context for breastfeeding as an employment issue

Qualifications

- Qualifications or experience in sales, business, marketing, public relations or a related discipline are desirable but not essential
- Desirable but not essential - (working towards) Cert IV in Breastfeeding Education

Communication

- BFW Program Manager
- BFW Re-accreditation Coordinator and other (volunteer) BFW team members
- External organisations

Key responsibilities

- Respond to expressions of interest and general enquiries from external organisations interested in becoming accredited as BFW.
- Prepare quotations and provide information about the program and accreditation process to external organisations.
- Follow up with organisations that have not yet returned a signed quotation before expiry date.
- Support external organisations that have signed and agreed to the terms and conditions of the BFW program and are working through the process of applying to become accredited.
- Process BFW accreditation application submissions, including ensuring evidence submitted is complete, coordinating site visits, writing recommendation reports and announcing the outcome of the BFW accreditation.
- Promote the BFW program externally and work with the BFW Program Manager in actively marketing the program to target organisations, including government organisations as identified in the Australian National Breastfeeding Strategy
- Ensure the administration of the BFW program is kept up-to date, including but not limited to organisational details, progress of accreditation process per organisation, prospects, marketing activities
- Assist with monitoring the BFW program e-mail account
- Provide support to the BFW Re-accreditation Coordinator as required
- Additional duties as requested by the BFW Program Manager

Delegated authority

The *BFW Consultant* has authority to act within the guidelines of this position description, the Australian Breastfeeding Association Constitution, the Code of Ethics, ABA policies and procedures and the Delegations Manual.

Key performance indicators

Work with BFW Program Manager to set individual targets for the following KPI's:

- Number of new Expressions of Interest (EOIs) for BFW accreditations generated
- Percentage of EOIs converted into application for BFW accreditation
- Number of BFW Toolkits and other resources sold
- Reports provided within agreed timeframes

The Australian Breastfeeding Association is a family-friendly workplace.

The Australian Breastfeeding Association is a non-smoking workplace and offers paid lactation breaks for breastfeeding women.

BFW program information: www.breastfeeding.asn.au/workplace

Revision history

Revision	Date	Description of modifications
V1	June 2020	Original position description