

# Growth and Engagement Manager

## Hours

75 hrs per fortnight

## Location

Melbourne

## Reports to

Senior Manager, Breastfeeding Information and Research

## Direct reports/Supervises

- Marketing and Communications Coordinator
- ABA growth focused volunteer working groups

## Organisational profile

Founded in 1964, The Australian Breastfeeding Association (ABA) is a national member-based grassroots peer support organisation committed to providing breastfeeding information, mother-to-mother support and the promotion and protection of breastfeeding. ABA is a registered charity and Registered Training Organisation (RTO) and, with over 1000 trained volunteers, offers services such as its 24-hour National Breastfeeding Helpline, LiveChat, local support groups and breastfeeding education classes.

ABA provides high quality information and education for health professionals through its professional membership and peer reviewed journal.

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

The Growth and Engagement Manager, will develop and manage the implementation of a plan to grow ABA's revenue streams in collaboration with the Association's program and administration teams and the Australia-wide body of trained ABA volunteers.

## Key responsibilities

- Retaining and growing ABA's personal and professional membership and supporter base
- Planning and guiding ABA's engagement strategy for parents and health professionals in collaboration with relevant senior managers

- Managing and promoting the development of ABA's online store
- Delivering value for ABA's existing advertising, sponsorship and business partners and seeking opportunities to grow revenues
- Managing ABA's annual community engagement campaigns - National Mothering Week, World Breastfeeding Week, Baby's Day Out
- Managing ABA's donor program including raffles, annual appeals, individual donors and bequests
- Developing and maintaining an effective liaison and consultation process with internal and external stakeholders including consumers (pregnant women, new parents and breastfeeding mothers), working groups, volunteers, partners, sponsors, advertisers, and funders
- Overseeing growth operations, including budget, deliverables, reporting and administration.
- Managing team performance, including performance review and development, professional development and adherence to policies and procedures

## Requirements of the position

### *Experience, Skills and Knowledge*

- Minimum three years of full-time experience (or equivalent) in the successful delivery of significant (in excess of \$500,000 p.a), strategic income development campaigns which ensure 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\*
- 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.

### *Qualifications*

A bachelor's degree or equivalent in business or a related field

*\*Key selection criteria*

## Communication

- Senior Manager, Breastfeeding Information and Research (BIR)
- BIR team members including volunteers
- Helpline Services and Volunteer Support team members

- Training and Education team members
- ABA Branch Presidents, local groups and ABA working groups
- Other ABA business areas to support the work of the portfolio and to cross-promote
- External organisations including consumers, business partners, sponsors, and funders

### **Organisational Responsibilities**

- Communicate and act in ways that are consistent with the Association's values.
- Support and promote the work of the Association, maintaining a positive image of the Association.
- Apply and uphold the principles of a respectful, inclusive and diverse workplace, free from discrimination, harassment or bullying.

### ***Policies and Procedures***

- Adhere to, and comply with organisational policies, processes and procedures including the Code of Conduct, using appropriate systems where required.
- Model the organisation's values, play a role in raising the profile of these values and associated behaviours across the organisation.
- Demonstrate a strong commitment to a quality culture, implementing standards of excellence and a continuous improvement business focus.
- Support and promote a strong safety culture by ensuring all work activities are performed in compliance with the Association's Work Health and Safety Policy.

### **Delegated authority**

The Growth and Engagement Manager 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**

- % increase of ABA personal members
- % increase of ABA professional members
- % increase in revenue from ABA's online store
- % partner satisfaction rating
- % increase in revenue from advertising, sponsorship and business partners
- % engagement from local groups and parents with ABA's annual community engagement event Baby's Day Out
- % increase in revenue from ABA's fundraising programs

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.

### Revision history

Revision	Date	Description of modifications
1	March 2021	Position created