

Position Description

Position title:	WHO Code Taskforce – Project Manager
Salary:	\$84,854 - \$88,693 per annum pro-rata excluding superannuation
Classification:	Level 5
Award:	Social, Community, Home Care and Disability Services Industry Award 2010
Hours:	30 hours per fortnight
Position tenure:	Maximum-term contract to 30 June 2023
Employee benefits:	Salary Packaging
Location	Canberra preferred, negotiable
Reports to:	Senior Manager Breastfeeding Information and Research
Direct reports:	None

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

ABA’s bold goal is to see the full provisions of the International Code of Marketing of Breast-milk Substitutes and subsequent relevant World Health Assembly resolutions (“the Code”) incorporated into Australian law. To achieve this goal, ABA is in the process of partnering with multisectoral allies both in Australia and internationally who share the goals of our policy agenda in this space. The project is guided by a steering group of senior stakeholders and experts able to support and guide project implementation.

The Policy and Advocacy Manager - WHO Code, leads the development and implementation of advocacy initiatives designed to achieve the adoption of WHO Code provisions into legal measures, in collaboration with the steering group. This work involves motivating a volunteer movement within ABA and working with the steering group to coordinate with allies on aligned strategy.

Key responsibilities

- Lead on the implementation of initiatives to:
 - Capture data regarding the 'state of the nation' in relation to the marketing of breastmilk substitutes, feeding bottles and teats in Australia
 - Build public support by communicating the harmful effects of the marketing of breastmilk substitutes and the need for 'teeth' to the WHO Code
 - Advocate for the incorporation of the full provisions of the WHO Code into Australian law
- Develop and promote strategic initiatives to influence the policy of the Australian federal government on the regulation of marketing activities of breastmilk substitutes, feeding bottles and teats,
- Build and maintain relationships with federal parliamentarians, political parties, government and bureaucracy for advocacy and policy development
- Develop written advocacy material for a range of audiences, including ABA members, volunteers, allies, policymakers, and parliamentarians
- Lead and coordinate events and engagement of ABA members, volunteers and allies to socialise and promote ABA's policy agenda on the WHO Code
- Support and build ABA's multisectoral networks of international and domestic institutions, and individual professionals with the common goal of advancing action on ABA's policy agenda on the WHO Code
- Identify and act on opportunities for policy advocacy, and work collaboratively with the project Steering Group, ABA volunteers and internal ABA teams to develop campaign tactics and initiatives
- Provide material and ideas for use in media and communications, including content for website and social media
- Support ABA to respond to policy windows e.g. producing submissions and policy briefs on topics relevant to ABA's policy agenda on the WHO Code, to state / territory and federal government inquiries and agencies
- Support ABA to prepare written papers on the program and campaign for internal and external publications
- Monitor and evaluate program and campaign impact and outcomes and propose continuing improvements.
- Work within ABA's policy framework, ensuring that the Code of Ethics and Code of Conduct are upheld at all times.

Communication

- Senior Manager Breastfeeding Information and Research
- Project steering group
- ABA Breastfeeding Information and Research Team
- ABA Training and Education Team
- ABA Growth and Engagement Team
- ABA volunteers and members

- Multisectoral international and domestic institutions and individual professionals
- Parliamentarians and government staff

Key selection criteria

Skills and experience

- Several years' experience in health policy advocacy, or;
- Several years' proven stakeholder engagement experience, with the ability to liaise and collaborate with politicians, health professionals, community groups and other networks
- Experience in working with and supporting volunteers
- Ability to design and deliver public engagement as well as educational and capacity building initiatives, including workshops and seminars
- Strong project management skills with a proven ability to plan, implement and manage projects
- Ability to work without close supervision
- Demonstrated effective and inclusive interpersonal, verbal and written communication skills
- Demonstrated data collection and analysis skills
- Demonstrated ability with computer/internet skills, including MS Office.
- Ability to manage workload, meet deadlines and be well-organised

Knowledge

- An understanding of the context and relationship of issues affecting breastfeeding women to community, society and government policy including the harmful effects of marketing breastmilk substitutes
- Knowledge of the Australian infant nutrition policy environment and the WHO Code
- Understanding of the use of media for advocacy purposes
- Understanding of political lobbying processes
- Familiarity with the Australian parliamentary process for legislation
- Awareness of ABA's vision, mission and strategic plan

Qualifications

- Relevant degree or diploma with substantial relevant experience (essential)
- Postgraduate degree with demonstrated research – data collection and analysis skills
- ABA qualified volunteer with Cert IV Breastfeeding Education

Key performance indicators

- Completion of quarterly milestones within approved 12-month workplan
- Project steering group supported and maintained
- International and domestic networks of allied institutions and individuals developed and maintained
- Regular and effective communication to volunteers and members via internal channels maintained
- On time submission of quarterly reports

Delegated authority

The Policy and Advocacy Manager – WHO Code, 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.

Revision history

Revision	Date	Description of modifications
V1	July 2021	New position approved by EO
V2	June 2022	PD Review