



Association of Breastfeeding Mothers

CHIEF EXECUTIVE OFFICER

ROLE DESCRIPTION



Chief Executive Officer / Director / General Manager

Role description

About the ABM

The Association of Breastfeeding Mothers (ABM) is a volunteer-led organisation that seeks an environment where breastfeeding can thrive in the UK, where women and families are supported to have a positive breastfeeding experience, and lactation is valued.

Through our training and support we're proud to have built a large, diverse, skilled and knowledgeable community who are able to support mothers and families to have a positive breastfeeding experience.

We're nationally recognised for our deep expertise in breastfeeding and lactation, and the quality of training we provide to volunteers and professionals. Almost all our work is carried out by our passionate, dedicated and expert community of volunteers.

During 2024 we've worked to develop a new strategy and have an ambitious plan to grow our reach and impact. To achieve this, we have decided to invest in our first paid leadership role, to work with our Trustees and wider volunteer-team to continue our vital work.

About the role

This will be our first paid leadership position, and will play an essential role in helping to build and develop the ABM's work in a sustainable way. We're recruiting to the role on an interim basis initially, as we want to ensure that we have the right structure and approach for our organisation. However, we hope to be able to transition the role to a permanent appointment.

The CEO will play a key role in furthering ABM's mission to promote and support breastfeeding across the UK, leveraging the organisation's deep expertise and dedication to maternal and child health.

The ABM is not a top-down, hierarchical organisation, so the CEO will work as a coordinator and convenor, rather than as a top-down leader. They will work alongside our Trustees and wider volunteer team to ensure the success of our work, and continue our culture of trust, collaboration, openness and inclusivity.

Early priorities will include developing an income generation strategy, putting in place sustainable plans for investment in further paid roles, and building on our already excellent training programmes.

About the individual

You'll share our passion for ensuring that every mother and family has the support they need to have a positive breastfeeding experience, and have an understanding and commitment to the WHO code. You'll have the credibility to act as an ambassador for our work, speaking with authority on behalf of the ABM.

You'll be naturally collaborative and inclusive, with the skills and experience needed to work alongside a diverse and complex volunteer team.

You'll have strong income generation experience, and the wider skills needed to manage a complex organisation.

Terms of appointment

Salary: £50-60,000 p.a.

Contract: 9 months interim contract, with the possibility of transition to a permanent role for the right candidate

Reports to: Board of Trustees

Location: Home-based, with the need for occasional travel across the UK

Hours: Up to 35 hours per week, but we're open to applications for part-time work and job-shares. There will be the need for some evening working as many of the charity's key meetings take place in the evening via Video Conference.

Main responsibilities

Strategic leadership

Develop and execute the strategic vision of ABM in line with its mission and values, ensuring the organisation continues to provide impactful support to breastfeeding mothers and their families.

Work closely with the Board of Trustees to set strategic objectives and ensure the long-term sustainability of the organisation.

Operational management

Managing the day-to-day work of the ABM, ensuring that we fulfil our organisational objectives and have the resources we need to sustain our work.

Ensuring compliance with all relevant legal and regulatory requirements, including safeguarding, health and safety, data protection, and charity governance requirements.

Providing Trustees with regular reports to enable their oversight of the ABM's work.

Income generation and financial management

Developing and implementing an income generation strategy for the ABM, including maximising our existing income channels (membership and training fees) and securing sustainable income streams from grants and donations

Work with the treasurer to oversee the financial management of ABM, ensuring the budget is aligned with strategic priorities and the organisation remains financially sustainable. Developing and implementing plans for sustainable growth in income and expenditure.

Volunteer engagement

Develop excellent relationships with our volunteer-team, and ensure that volunteers continue to feel valued, supported, and integral to ABM's success, with a strong voice in our organisational decisions.

Develop strategies for volunteer recruitment, retention, and development, ensuring ABM has a strong and diverse team to deliver its services.

Stakeholder engagement and advocacy

Act as the primary ambassador for ABM, building strong relationships with key stakeholders including healthcare professionals, partner organisations, funders, and volunteers.

Advocate for breastfeeding support and education at both national and local levels, influencing policy and raising awareness of the importance of breastfeeding.

Staff management

Recruiting, developing and managing our staff team, which we expect to grow over the coming years as we build our capacity.

Ensuring that staff maintain a positive relationship with our volunteer team, and that the volunteer-led ethos of the ABM continues.

Qualifications and Experience

Experience as a passionate advocate for maternal and/or child health, ideally within the breastfeeding support sector, and a good understanding of lactation, breastfeeding support, and the WHO code.

Experience in a leadership role, ideally within the charity or healthcare sector.

Strong strategic thinking and organisational leadership skills, with the ability to manage and inspire a team of volunteers and staff.

Experience building positive relationships with a wide range of stakeholders, such as policymakers, healthcare professionals, and funders.

Experience of successful, sustainable income generation and financial management of organisational budgets.

Experience in grant-writing and fundraising from trusts and foundations and individuals

Excellent communication, presentation, and advocacy skills.

Personal attributes

Commitment to ABM's mission of providing high-quality breastfeeding support.

Empathy and understanding of the challenges faced by mothers and families in their breastfeeding journeys.

Strong strategic thinking

Strong organisational leadership skills: the ability to manage and inspire a team of volunteers and staff.

Collaborative and inclusive leadership style, with the ability to work with a diverse team of volunteers and professionals.

Strong understanding of fundraising from trusts, foundations and individuals and the donor lifecycle from identification to stewardship

Excellent communication, presentation, and advocacy skills.

Strong sense of integrity, accountability, and dedication to the charity's values.

A strong commitment to the principles of diversity, equity and inclusion.