

# Australian College of Midwives

## Liaison Midwife Application



The ACM LM will be an advocate for ACM to build presence, implement ACM strategies and engage with current and potential members on a personal and regular basis in all 330 maternity services across Australia.

The key to the ACM LM's success in this role is their demonstrated ability to lead and support the growth of brand awareness. ACM LMs should have an ability to interact confidently with local maternity managers, educators and community stakeholders. The ACM LM must be able to demonstrate effective relationship building skills, complemented by self motivation.

### As an ACM LM, you will be responsible for:

- Being able to provide efficient and friendly service to current and potential members within their organization
- Discussing the relevant features and benefits of membership
- Offering a solutions orientated approach to any enquiries pertaining to membership or previous problems encountered with ACM
- Providing in-service programs, workshops and seminars to all midwives to demonstrate ACM's commitment to continual educational support and drive membership sales opportunities
- Establishing a strong and supportive ACM presence by utilising local noticeboards/staff tearooms/postboxes to promote ACM with current resources and promotional material (provided by ACM)
- Ensuring your name and contact details are visible through the local facility
- Engaging in opportunities at orientation programs with new cohorts of students or with education providers locally
- Hosting engaging and informative ACM information sessions bi-monthly/quarterly
- Establishing a proactive and engaged relationship with the ACM branches and Marketing Team

### ACM LM Reward and Recognition

#### As an ACM LM, you will receive a range of acknowledgments of your contribution including;

- Professional portfolio certificate recognizing your contribution to the role of ACM LM
- Free registration to one education workshop per year
- 50% discount registration to attend one ACM conference per year
- A free ACM pashmina
- Recognition as a key volunteer at relevant opportunities

FULL NAME

CONTACT NUMBER

EMAIL ADDRESS

PLACE OF EMPLOYMENT

ROLE

LOCATION

BEST METHOD OF CONTACT

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## TELL US A BIT ABOUT YOU

1. Please tell us about yourself and why you would like to be selected as an ACM Liaison Midwife.

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2. Please tell us how you would promote ACM to local midwives in your workplace/community.

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3. Please detail how you would engage local midwives with ACM.

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## SELECTION CRITERIA

1. Demonstrates sound communication skills.

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2. Able to contribute positively in a team and build effective working relationships.

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3. Able to demonstrate initiative and flexibility.

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