

Vacancy reference: BfN2023/13

Job Description: Breastfeeding Friendly Scheme Peer Supporter (Clackmannanshire)

Background of post

With this project, we aim to increase awareness of the benefits of breastmilk and breastfeeding across Clackmannanshire and support local mothers and parents regardless of how they choose to feed their infant. This includes supporting breastfeeding, how to prepare infant formula safely, responsive bottle feeding and how to prepare and introduce appropriate first infant foods. We will also be providing support to families as they transition into parenthood, providing them with opportunities to explore their feelings and emotions around this. We will target our support to areas of high deprivation where we know breastfeeding initiation and maintenance is low.

Supporting more families in Clackmannanshire to see breastfeeding as an option for them and increasing access to support to enable them to reach their feeding goals will contribute to reducing health and wellbeing inequalities for babies and children.

Main duties

- The Clackmannanshire Breastfeeding Friendly Scotland (BFFS) Peer Supporter will support volunteers and build links with local communities, partner organisations and businesses to raise awareness about the value of breastfeeding and how everyone has a role to support breastfeeding throughout the Clackmannan council area. They will also support families to transition to parenthood and support positive mental health during this transition.
- In addition, they will also raise awareness of the Breastfeeding Friendly Scotland scheme in the area and register local businesses to the scheme. The BFFS Peer Supporter and volunteers will talk to businesses and community organisations about the scheme explaining how signing up can help to support local business as well as local mums by removing barriers to breastfeeding. The aim is to sign up 30 businesses by the end of March 2023.
- Engaging with local Breastfeeding Network volunteers to ensure they feel valued and able to contribute to the project. Ensure accurate records are kept in relation to their current volunteering status and support them to keep their training up to date.
- Continue the running of the current breastfeeding group in Tillicoultry and set up and run a second peer support group in a community based venue making sure it is accessible to as many parents as possible and targeted at the communities with high levels of social deprivation and the lowest breastfeeding rates. The group will also offer a place for mums to meet other local women to help reduce isolation and build supportive social networks and somewhere to get support with their own mental wellbeing.
- Provide information through various social media channels, to inform the community of upcoming events, groups etc. and to share relevant information. To share details in relation to the Breastfeeding Friendly Scotland Scheme (BFFS).
- To offer support via social media, phone call and Near Me video call if mums are not able to travel to attend the group.
- Use social media to promote the Breastfeeding Friendly Scotland scheme and the support available in the local area. Including scheduling social media posts and responding to enquiries from businesses wanting to sign up to the scheme or parents looking for support
- Organise 5 'Pop-up' breastfeeding group events in a variety of community venues or businesses that have signed up to the Breastfeeding Friendly Scotland scheme e.g. a local

café, community centre or soft play. These events might be online if face to face events are not possible due to Covid.

Person Specification: Breastfeeding Friendly Scheme Peer Supporter (Clackmannanshire)

Please refer to this document carefully when completing your application form and preparing for your interview. You must demonstrate how you meet the criteria on your application form.

Qualifications	Essential	Desirable
Current Breastfeeding Helper or Supporter Registration with BfN or other recognised organisation	✓	
Be educated to Higher level or equivalent		✓

Experience and Knowledge	Essential	Desirable
Experience of supporting mothers face to face with breastfeeding	✓	
Experience of working in a health or community setting in paid or volunteer capacity	✓	
Experience of supporting a group of volunteers		✓
Understanding of the importance of community development and engagement	✓	
Experience of working with diverse ethnic and social groups		✓
Knowledge of BfN, its ethos, policies and procedures	✓	
Knowledge of how breastfeeding can help address inequalities	✓	
An awareness and understanding of supporting equality and valuing diversity within the role	✓	
Knowledge of the cultural and social barriers to breastfeeding	✓	
An understanding of why the Breastfeeding Friendly Scotland scheme is important	✓	
Experience organising and hosting events both virtually or face to face		✓
Knowledge of Clackmannanshire and surrounding area	✓	

Skills and Abilities	Essential	Desirable
Excellent organisational skills including prioritisation and time management skills	✓	
Ability to work effectively as part of a team	✓	
Ability to motivate and support volunteers as part of a team	✓	
Excellent interpersonal skills, including sensitivity to different perspectives, diplomacy and negotiating skills	✓	
Ability to maintain records and write reports	✓	
Ability to build and maintain an accurate database	✓	
Experience of multi-agency partnership working		✓
IT skills (Word, Excel, email, office 365 and internet)	✓	

Skills and Abilities	Essential	Desirable
Experience managing social media accounts such as Facebook, Instagram and Twitter	✓	
Experience creating engaging social media content	✓	
A space to work at home with reliable, secure internet access	✓	
'Can-do' attitude and evidence of delivering results	✓	
Ability to travel frequently within the local area and sometimes further afield to attend seminars, conferences and training	✓	