

Job Description: Breastfeeding Friendly Scheme - Peer Supporter (Southampton)

Background of post

The Breastfeeding Network is commissioned by Southampton City Council, Public Health, to deliver and coordinate a scheme to promote breastfeeding in Southampton.

A breastfeeding friendly scheme is currently being developed in partnership with the council and other stakeholders including BfN, to design a new and sustainable scheme for Southampton. The scheme will aim to:

- Support families to feel confident breastfeeding out and about
- Be a way that communities and businesses can show they welcome and support breastfeeding
- Raise awareness about the benefit and barriers to breastfeeding

The Breastfeeding Friendly Scheme role will lead on implementing the new scheme, publicising, recruiting and providing support to venues, workplaces and NHS premises welcoming breastfeeding mothers and their babies. The role will be supported by a Service Manager and Volunteer Coordinator.

Main duties

- Work with Southampton BfN staff team and local partners to support design and implementation of the scheme.
- Develop resource packs to enable signing up of local venues to the scheme – adapting and utilising current BfN resources as required - <https://www.breastfeedingnetwork.org.uk/bfn-breastfeeding-friendly-scheme/>
- Ensure venues have a breastfeeding policy and display a sign/sticker to welcome breastfeeding mothers and their babies.
- Take responsibility to sign up new businesses/premises to the Award (with monthly targets to be agreed with Service Manager)
- To investigate any complaints in relation to venues participating in the scheme (with support from Service Manager).
- Host and manage social media pages (with other staff team members) that are relevant to promoting the breastfeeding awareness scheme
- Liaise with Service Manager and Volunteer Coordinator to engage and enable volunteers to support with the scheme and overall service. Including supporting set-up of social peer support groups at venues signed up to the scheme
- Lead on organising events to promote breastfeeding awareness including World Breastfeeding Week in August.
- Liaise with press and other organisations to promote the scheme
- Promote the wider breastfeeding support service, supporting with distribution of relevant leaflets and increase public awareness of support available.
- Maintain a detailed spreadsheet recording all data of set-up, delivery and monitoring of the scheme

To speak to a Breastfeeding Supporter call the National Breastfeeding Helpline on 0300 100 0210

- Keep accurate records of the service in accordance with BfN's Information Governance Policy and local processes.
- Provide reports to the Service Manager and support with evaluation of the scheme

- Support with other administrative tasks where able to support the service as agreed with Service Manager
- Work within the BfN's Code of Conduct and Information Governance procedures, seeking supervision from a BfN Supervisor when needed.
- Work within the Baby Friendly Initiative remit
- Attend team meetings as required
- Maintain up to date knowledge of BfN's policies
- Participate in regular 1 to 1 meetings (including annual performance reviews if relevant) with the Service Manager.
- Keep up to date with personal administration including timesheets, leave forms and shift forward planning schedules.

Person Specification: Breastfeeding Friendly Scheme - Peer Supporter (Southampton)

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
Completed accredited peer support training (BfN or other organisation)	✓	
Willing to transfer in to BfN		✓
BfN registered volunteer		✓
Evidence of continued professional development since qualification		✓

Experience and Knowledge	Essential	Desirable
Experience of working with diverse ethnic or 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	✓	
Experience of using or managing social media accounts		✓
Knowledge of Southampton area		✓

Skills and Abilities	Essential	Desirable
Ability to speak and write fluently in English	✓	
Prioritisation and time management skills	✓	
Excellent IT skills (Word, Excel, email and internet) including use of MS office 365	✓	
Ability to establish and follow processes	✓	
Ability to travel frequently within the local area and sometimes further afield to attend meetings	✓	
Ability to work effectively as part of a team	✓	
Ability to negotiate and work with people from different cultures and organisations sensitively	✓	
Ability to maintain records and write reports	✓	