Job Description: Antenatal Peer Supporter (Ayrshire & Arran)

**Background of post**

The Breastfeeding Network (BfN) in partnership with NHS Ayrshire & Arran (NHAA&A) have been awarded funding to continue to develop and deliver a new support model that supports pregnant women and their existing support network to achieve their breastfeeding goals. The project supports all families who opt in for support with a specific focus on targeting families where circles of support may have limited experience of breastfeeding.

The project will enable those women who choose to breastfeed to access appropriate support regardless of age, ethnic origin, beliefs, sexual orientation, social status and employment status.

**Main duties**

The Antenatal Peer Supporter will report to the Antenatal Peer Support Coordinator and liaise with local BfN staff and volunteers. There will be a need for a high level of collaboration and partnership working with NHS Ayrshire & Arran, the local Health & Social Care Partnerships and other third sector organisations linked to delivery of infant feeding peer support in the area.

The Antenatal Peer Supporter will deliver antenatal sessions in person at local venues & at times online via zoom for pregnant women and their support network e.g., partners, grandparents, friends etc. to provide targeted support and evidence-based information sessions as set out from the Antenatal Peer Support Coordinator.

**Leadership and activities**

* Deliver face to face and online antenatal sessions for breastfeeding mums, parents and families as required.
* Facilitate quarterly in-person meet ups for those who attended the blocks throughout the year.
* Prepare antenatal session resources prior to blocks starting and submit procurement requests for material as needed.
* Work in line with the BfN staff handbook, working closely with the Antenatal Peer Support Coordinator to plan and deliver activity and report outcomes.
* Ensure appropriate referral and signposting of women with more complex breastfeeding issues.
* Support antenatal volunteers to join in with the antenatal sessions and develop their own skills.
* Attend and participate effectively in meetings, this could include working closely with colleagues, line managers, local NHS, HSCP and other partners.
* Communicate key practical breastfeeding messages in a clear, persuasive and empathetic manner.
* Develop partnerships by engaging and communicating with other organisations and community members, some of whom may have barriers to understanding health messages.
* Support and possibly attend community events across Ayrshire and Arran, engaging with families and other community organisations and sharing information about local and national breastfeeding support.
* Take part and engage in all training required where appropriate.
* Provide 1:1 support if and when antenatal parents require.
* Manage antenatal WhatsApp groups, taking a key role in encouraging engagement by providing information and support and helping to develop peer relationships.
* Participate in regular 1:1 meetings including annual performance reviews with antenatal peer support coordinator.
* Provide occasional additional community breastfeeding support through BfN peer support groups, where possible.
* If necessary, undertake the BfN Supporter training to fulfil the requirements of this role.

**Analysis and data management.**

* Developing and evaluating feedback from service users.
* Maintain up to date knowledge of BfN’s policies.
* Keep accurate and up to date records in line with local NHS and BfN Information Governance policy and BfN Code of Conduct.

**Equality and Diversity**

* Ensure compliance with BfN policies, including the BfN Equality & Diversity Policy.
* Ensure to work in a way that supports inclusion and values diversity. This responsibility includes actions in relation to service users, volunteers, work colleagues, people in other organisations and members of the public.
* Consider ways to remove barriers to accessing support, especially for families from diverse backgrounds and where English is not their first language.

**Health & Safety**

* Follow standard Health and Safety guidelines
* Undertake a proactive role in the management of risks in compliance with the Health and Safety at Work Act 1974 and subsequent legislation
* Take care of your own personal safety and that of others

**Personal**

* Maintain registration with BfN with regular supervision, mandatory training and continuing professional development.

*This is not an exhaustive job description and may be subject to change according to the needs and development of the role. It is expected that the post holder may undertake such other duties as may be reasonably be requested.*

Person Specification: Antenatal Peer Supporter Ayrshire

**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.**

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| **Qualifications** | **Essential** | **Desirable** |
| Active Helper registration with BfN or equivalent qualification, and willingness to undertake (or already enrolled on) Supporter training |  |  |
| Active Breastfeeding Supporter registration with the BfN or equivalent qualification |  |  |
| Experience of working as a peer supporter offering breastfeeding support to families |  |  |
| Show evidence of continued professional development and ongoing learning |  |  |

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| **Experience and Knowledge** | **Essential** | **Desirable** |
| Experience of supporting mothers face to face with breastfeeding  |  |  |
| Experience of leading or sharing the leadership of antenatal sessions |  |  |
| Experience of working with diverse ethnic and social groups |  |  |
| Knowledge of importance and application of the BfN Code of Conduct |  |  |
| Knowledge of how breastfeeding can help address inequalities  |  |  |
| Knowledge of the BfN Equality and Diversity Policy |  |  |
| Experience of presenting to a group of people online or face to face |  |  |
| Experience of multi-agency partnership working |  |  |

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| **Skills and Abilities** | **Essential** | **Desirable** |
| Ability to provide information and support to families in a non-judgemental way |  |  |
| Excellent active listening skills |  |  |
| Ability to work effectively with all colleagues, families, members of the community and Health Professionals |  |  |
| Excellent written and oral communication skills for a variety of audiences |  |  |
| Excellent interpersonal skills, including sensitivity to different perspectives, diplomacy and negotiating skills |  |  |
| Excellent organisational skills, including prioritisation and time management |  |  |
| Experience of management of social media accounts such as Facebook, Instagram, WhatsApp and Twitter |  |  |
| Experience of arranging and hosting virtual meetings via Zoom and Teams etc. |  |  |
| IT skills (Word, Excel, email, office 365, shared documents, video calling software – Zoom, Teams and internet) |  |  |
| Ability to research evidence-based information |  |  |
| Ability to evaluate data and use the results to write high quality reports |  |  |
| Awareness and commitment to equal opportunities |  |  |
| 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 perhaps further afield to attend seminars, conferences and training |  |  |