Job Description: National Breastfeeding Helpline

**NBH @ Night Helpline Team Member**

About the National Breastfeeding Helpline

The National Breastfeeding Helpline (NBH) provides independent and quality-assured information and support to breastfeeding mothers, parents and families and for anyone involved in a breastfeeding mother or parent’s care. Last year, almost 43,000 calls were made to the NBH and this figure is rising.

It offers support via the phone, webchat and social media message. The helpline is managed by the Breastfeeding Network (BfN) and operated in partnership with the Association of Breastfeeding Mothers (ABM).

The Office for Health Inequalities and Disparities (OHID) has asked BfN to deliver an exciting new pilot project to extend the hours of when women and families can access, often life-changing support, to 24 hours per day. As an NBH@ Night Helpline Team Member, you will help us to ensure many more women and families benefit from quality-assured support. The feedback below shows the difference this service already makes:

 *‘The first phone call I made 10 months ago, I was so done with feeding my newborn. But the support the lady gave me was out of this world. Nearly 3 hours on the phone and that gave me the power to carry on.’*

*‘I called to discuss stopping breastfeeding my one-year-old. It was so refreshing to be fully supported in this decision and not feel challenged or pressured to continue.’*

*‘They supported me with zero judgment. Understood that every breastfeeding journey is different @BfN\_UK’*

Role Summary

The NBH @ Night Helpline Team Member will help deliver an exciting, national pilot project by providing quality-assured, peer support to women and families during night-time hours.

We are looking for a team of night time staff to provide phone, webchat and social media information and support to parents and families.

This role will be working on a shift basis during the night and will attend a small number of supervision, training, line management and team meeting hours during the day. The night-time rate of pay is higher to compensate for anti-social hours.

All Night workers will be required to work a minimum of 2 shifts per week, in keeping with BfN policies and the Working Time Directive. Night-time shifts will be on a rota basis and there is a requirement to work some weekends. The service will function with two shifts per night, one from 9:15pm to 3:30am, and a second from 3:15am to 9:30am.

# Main duties and work tasks

* Be available and focused to answer telephone calls, web-chats and social media messages throughout the duration of your night-time shifts
* Provide consistently high-quality, evidence-based, non-judgemental, breastfeeding support and information
* Signpost to appropriate, quality-assured resources, organisations and health professionals as required
* Engage as required in reflective supervision, training, continuous professional development and quality assurance processes (anticipated in day-time hours)
* Attend team meetings, 1:1s and appraisals with your line manager (anticipated in day-time hours)
* Complete timely record forms for each caller contact
* Follow safeguarding policy and procedure; act on safeguarding concerns or escalate as appropriate.
* Understand and achieve agreed performance standards (KPIs)
* Follow procedures to collect caller information and feedback as requested
* Follow all relevant BfN and NBH policies including but not limited to, The Code of Conduct, Conflict of Interest and Equality and Diversity policy

*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 requested.*

*To ensure that all callers can expect a consistently high quality standard of support, all help-line workers will be required to confirm that they have working arrangements in place to allow them to fully focus on working responsibilities for the duration of their shift.*

Person Specification:

What we are looking for

**The following criteria will be used to help us assess candidates for this role.**

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| **Essential** |
| * Up-to-date BfN Helpline Supporter or Supporter or ABM Breastfeeding Counsellor

**OR** Current up-to-date peer support/ breastfeeding counsellor qualification with a recognised Breastfeeding training provider. This includes IBCLC, Midwives and Health Visitors with additional breastfeeding training. \**\*If supporter level training (equivalent) has been completed with an accredited breastfeeding support provider other than Breastfeeding Network or ABM, candidates will need to complete BfN ‘transferring in’ review and training before answering calls on the help-line***OR** BfN (helper) or ABM (ABM module 6 onwards) from a section of the community currently under-represented backgrounds by ethnicity or an area of high deprivation (as defined by the Index of Multiple Deprivation in one of the UK nations) AND with commitment and availability to complete a condensed help-line supporter training once appointed, including some training before taking calls. This will take place at set times between February and April and will be dependent on trainer availability.* Experience of providing breastfeeding support in a paid or volunteering capacity
* Experience of working with diverse ethnic and social groups
* Personal experience of breastfeeding for at least 8 weeks (which can include expressing and mixed feeding)
* Understanding and commitment to BfN’s code of conduct
* Understanding and experience of safeguarding policies and procedures for vulnerable adults and children
* Ability to speak and write in fluent English
* Ability to communicate effectively in a variety of ways (telephone, email, text, public speaking) with a wide range of people
* Ability to manage and organise workload work with colleagues to ensure good coverage on helpline throughout the night.
* Ability to work effectively as part of a virtual team
* Ability to work with people from different cultures sensitively
* IT skills including Microsoft 365 programs
* Ability to keep accurate records
* Commitment to reflective practice and continuously improving the quality of the service to all families
* Ready, willing, able and committed to focus on provision of a consistently high-quality NBH service to women, parents and families at all times when working.

*This means that all team members must be able to rest from work at least 11 hours in every 24 hour period and must have appropriate arrangements in place to focus on work when on duty. Total work time with any organisation and total work and volunteering time with ABM or BfN may not exceed 48 hours over the course of any one week.*  |

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| **Desirable** |
| * Experience of working with charities and volunteers
* Experience of working or volunteering on a helpline

This pilot project is financed by OHID and seeks to contribute to ‘levelling up health disparities to break the link between background and prospects for a healthy life’. BfN especially welcomes applications from communities which are recognised as being significantly under-served by breastfeeding support, particularly due to ethnic group, disability or living in a community with high levels of deprivation (the top 20% of the Index of Multiple Deprivation in each of the nations of the UK). |