Job Description: Breastfeeding Awareness Peer Supporter (Portsmouth)

Background of post

The Breastfeeding Network is commissioned to provide breastfeeding peer support services in Portsmouth. It is recognised that concerns about breastfeeding in public (such as embarrassment and negative public attitudes) have been identified as one of the main barriers to breastfeeding. The Breastfeeding Friendly Scheme, helps businesses and organisations show they welcome and support breastfeeding families by displaying easily recognisable stickers and sharing information with their staff and volunteers about why breastfeeding is important and how it is protected. The Portsmouth peer support services are working to recognise and promote businesses and organisations across the city who support and encourage mothers to breastfeed on their premises, thus helping to remove this barrier to breastfeeding families.

The Portsmouth Breastfeeding Friendly Scheme aims to:

* Support families to feel confident and enjoy breastfeeding out and about in the Portsmouth area, to help them give their children the best possible start in life.
* Create an environment where more women choose to breastfeed their babies.
* Be a way that communities and businesses can show they welcome and support breastfeeding.
* Raise awareness about the benefit and barriers to breastfeeding, sharing evidence-based information on breastfeeding within the community.

https://www.breastfeedingnetwork.org.uk/get-involved/bfn-breastfeeding-friendly-scheme/

As well as running the Portsmouth Breastfeeding Friendly Scheme, this role involves working closely with health and voluntary sector partners to ensure breastfeeding support and information is available to people across the city. This will include supporting the development and delivery of breastfeeding groups, organising and attending community engagement events and being a key point of contact within local communities for families, professional and other groups to improve access to breastfeeding support and information.

# Main duties

The Breastfeeding Awareness Worker (Portsmouth) will report to the BfN Portsmouth Service Manager and liaise with other key roles in the city, businesses & organisations and roles throughout the wider charity. There will be a need for collaboration and partnership working with Home-Start, The Parenting Network and colleagues across Health Visiting and Maternity. They will be required to offer breastfeeding peer support in person at groups and events, ensuring accurate records are kept and completing required monitoring and evaluation. A key part of this role is to be link person for families, businesses/organisations and other professionals as part of the wider BfN Portsmouth team to:

* Maintain and grow the Breastfeeding Friendly Scheme.
* Take responsibility to sign up new businesses/premises to the scheme.
* Maintain and monitor current businesses/premises signed up to the Breastfeeding Welcome Scheme.
* Liaise with the press to promote the scheme.
* Promote the scheme in various ways, including across social media platforms.
* Produce monthly/quarterly reports to the Service Manager, updating on the success of the scheme.
* Organise events across the city to promote breastfeeding awareness e.g. World Breastfeeding Week.
* Support volunteers to cover the breastfeeding support groups, providing cover where necessary.
* Increase public awareness of the breastfeeding support available.
* Work as an effective team member with other peer supporters and volunteers and take part in regular team meetings.
* Develop and maintain good working relationships with other peer support organisations, peer support volunteers, health professionals and other third sector partners.
* Participate effectively in meetings with partners as required.
* Undertake further training as advised by the Service Manager.
* Ensure all data sheets and records are maintained accurately for monthly reporting purposes.

Compliance with Policies and Procedures

* Keep accurate and up to date records in line with BfN Information Governance policy and BfN Code of Conduct.
* Provide the required data in order to enable evaluation of the service in accordance with BfN’s IG Policy and local processes.
* Become a registered BfN Volunteer if not already registered.
* Work within BfN’s Code of Conduct and Staff Handbook.
* Seek supervision from a BfN Supervisor in accordance with BfN’s Code of Conduct and Guidance Documents.
* Maintain up to date knowledge of BfN’s policies.
* Participate in regular 1 to 1 meetings (including annual performance reviews) with the Service Manager.

Personal

* Maintain BfN Registration as a Peer Supporter or Helper.

Equality and Diversity

* Understand and implement the BfN Equality and Diversity Policy.
* 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.

Health and 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 1973 and subsequent legislation.
* Take care of your own personal safety and that of others.

*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.*

Person Specification:

**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** |
| Continuous Breastfeeding Helper Registration with The Breastfeeding Network (BfN)  Breastfeeding Supporter Registration with the BfN or be currently in training to become a Breastfeeding Supporter, or be prepared to sign up to the next Breastfeeding Supporter training course.  Advanced breastfeeding training or willing to undertake the next BfN Level 3 ‘Supporter’ training course  Show evidence of continued professional development since qualification  Evidence of a commitment to volunteering for the BfN |    |      |
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| **Experience and Knowledge** | **Essential** | **Desirable** |
| Experience of working/volunteering as a peer supporter offering breastfeeding support to parents.  Experience of working in a health or community setting in paid or volunteer capacity  Experience of working with diverse ethnic and social groups  Knowledge of importance and application of the BfN Code of Conduct  Knowledge of the BfN Equality and Diversity Policy and an awareness and understanding of supporting equality and valuing diversity within the role  Experience of multi-agency partnership working  Knowledge of the local Portsmouth area |          |    |
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| **Skills and Abilities** | **Essential** | **Desirable** |
| Ability to work effectively with colleagues from a range of backgrounds and organisational cultures  Excellent written and oral communication skills for a variety of audiences, including presentation skills and the ability to communicate complex ideas clearly and simply  Excellent interpersonal skills  Excellent organisational skills, including the ability to work under pressure and to tight deadlines  IT skills (Word, Excel, email and internet)  Ability to collect and evaluate data & produce reports  Prioritisation and time management skills  Ability to organise and manage work independently  Familiarity with different social media platforms and their use to promote the Portsmouth Breastfeeding Friendly Scheme. |                  |  |
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