Job Description: Ayrshire Service Manager

Background of Post

The aim of our services in North, South and East Ayrshire are to offer infant feeding peer support for families alongside supporting and managing volunteers and staff as appropriate.

In 2018 the Scottish Government awarded NHS Ayrshire and Arran funding to develop an integrated infant feeding team. Part of this funding was given to The Breastfeeding Network to employ peer supporters to work as part of the team alongside midwifery and health visiting infant feeding and wider teams. The Service Manager (Ayrshire) will manage delivery of the peer support aspects of the Integrated Infant Feeding Team (IIFT) project as well as managing other peer support work in Ayrshire, including the Tea and Tots groups in North Ayrshire, volunteer led breastfeeding groups, Breastfeeding Friendly Scotland work and any other staff in Ayrshire as appropriate.

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

Role Summary

The Service Manager role will be expected to work independently to meet the peer support breastfeeding service objectives. They will report to the Scottish Programme Manager and liaise with key roles in Ayrshire, as well as with colleagues based in Scotland and throughout the wider charity. There will be a need for a high level of collaboration and partnership working with NHS Ayrshire and Arran and the local Health and Social Care Partnerships linked to delivery of infant feeding peer support in the area. They will lead on overall management and development of the project, ensuring KPI’s are met and work is monitored, evaluated and reported upon. Within BfN the work in Ayrshire will be supported and steered by the Scottish Steering group with representation from BfN CEO, HR, Scottish Programme Manager and Finance. The Service Coordinator will be required to contribute to BfN’s project leads meetings as appropriate and to attend local Integrated Infant Feeding Team Steering group meetings and other relevant meetings in Ayrshire as required.

# Main duties

**Leadership**

* To be responsible for delivering the agreed workplans covering the different projects currently active in Ayrshire (Integrated Infant Feeding Team and antenatal sessions, North Ayrshire Tea and Tots, Breastfeeding Friendly Scotland scheme, volunteer led groups/social media support and any other services in the Ayrshire area as appropriate)
* Setting up new initiatives as agreed with Programme Manager, commissioners and local funders
* Take responsibility for ensuring that staff and volunteers are appropriately supported, trained and developed to enable them to provide breastfeeding and infant feeding support in accordance with BfN policy and practice
* Recruit and manage the staff team in Ayrshire, including carrying out 1:1 meetings and annual appraisals and approving expenses on a monthly basis.
* Work with the team of Peer Support Coordinators for different aspects of the services in Ayrshire to offer line management and to ensure effective delivery of all services
* Manage the team of local BfN Supervisors to manage a team of BfN registered volunteers to offer peer support at breastfeeding/infant feeding groups and via social media
* Work with the Scottish Programme Manager to ensure all service outcomes are met
* Participate effectively in meetings with BfN colleagues, partner organisations and health professionals as necessary.
* Communicate key practical breastfeeding and infant feeding messages and the role of peer support in a clear, persuasive and empathetic manner that links with evidence
* Develop partnerships by engaging and communicating with other organisations and community members, some of whom may have barriers to understanding health messages.
* Ensure the service will uphold the principles of community development and participation; this includes the support and professional development it provides for the staff and volunteers. Staff and volunteers will uphold the principles of promoting wellbeing for families
* Proactively work and seek solutions to engaging women for whom English is a second language to train with BfN and access peer support
* Evaluate the impact of the service on service users and ensure this feedback informs development and service design. Commit to sharing knowledge and information about the project at internal BfN meetings e.g. project leads meeting
* Develop and expand the use of online and virtual methods of supporting families and the use of technology in local support

**Project Management**

* Be accountable for ensuring performance targets set by BfN, the Scottish Government and other funders are met.
* Evaluate the effectiveness of each of the different services
* Responsible for the management of budgets for the different services in Ayrshire working with the BfN finance team and local coordinators.
* Keep the project information and data collection tools up to date
* Compile reports for Scottish Government and other funders/partners as required, including activity reports of volunteers and staff.
* Ensure compliance with BfN policies, BfN Code of Conduct, conflict of interest policy and relevant Breastfeeding/infant feeding/early years policy.
* Work with others to manage local social media accounts, especially Facebook pages used for supporting families in Ayrshire
* Work with local BfN Tutors to set up training courses and recruit trainees
* Ensure there are clear pathways for managing safeguarding issues and links to appropriate leads in each area.
* Ensure risk assessments are carried out and staff/volunteers are aware of their health and safety responsibilities
* Work with local areas to plan delivery to ensure that the Peer Support will be integrated with other elements of care for women and parents requiring support for breastfeeding, infant feeding and early parenting to avoid duplication.

**Analysis and data management**

* Manage communication systems, information sharing agreements and referral processes with NHS Ayrshire and Arran services, to develop and maintain good working relationships.
* Help develop resources to actively promote breastfeeding peer support, peer support training and support to potential volunteers, families and partners.
* Assess the effectiveness of the project using a range of qualitative and quantitative data from a variety of sources and disseminate this evaluation to share best practice with BfN relevant stakeholders
* Ensure robust evaluation, including using quality improvement methodology to measure performance against agreed KPI’s and to inform future work.
* Supervise data management including data entry, data manipulation and data and word processing.
* Carry out tasks related to project management such as approving payroll and expenses for staff and volunteers, dealing with venue hire/invoices, recruitment etc
* Responsible for compiling and submitting reports to funders as per the contracts/grant agreements.

**Equality and Diversity**

* Ensure that staff and volunteers understand and implement the BfN Equality and Diversity Policy
* Ensure that staff and volunteers 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.
* Ensure that all staff and volunteers completed mandatory equality and diversity training
* 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 (if relevant) 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:

**We expect applicants to have previous experience in managing multiple complex projects, including managing staff, budgets and service delivery.**

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

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| Essential |
| * Educated to degree level or equivalent experience
* Show evidence of continued professional development and ongoing learning
* Knowledge of BfN, its ethos, policies and procedures
* Knowledge of the Infant Feeding culture in Scotland and the specific issues that affect families
* Knowledge of how breastfeeding can help address inequalities
* An awareness and understanding of supporting equality and valuing diversity when delivering services
* Excellent leadership skills including the ability to motivate and manage a team of staff and volunteers
* Experience of managing and delivering projects and services, including budget management
* Excellent active listening skills
* Ability to work effectively and with empathy with all colleagues, parents 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 project management, prioritisation and time management skills
* The ability to motivate others when problems arise through positive communication and working together to find solutions to problems
* Excellent IT skills (Word, Excel, email, office 365 and internet)
* Ability to research evidence-based information
* Ability to collate, analyse and evaluate data and use the results to write high quality reports
* A space to work at home with reliable, secure internet access
* Access to a car and the ability to travel frequently around North, South and East Ayrshire and occasionally elsewhere in the UK
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| Desirable |
| * Registered as a Breastfeeding Helper or Supporter with The Breastfeeding Network (BfN) and have had at least minimum supervision required to retain registration from your named supervisor since qualification
* Completed recognised breastfeeding peer support training
* Experience of supporting parents with breastfeeding and infant feeding in a voluntary or paid capacity
* Experience of working with diverse ethnic and social groups
* Familiarity with different social media platforms (Facebook, Instagram, Twitter)
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