

# Job Description

## Service Manager – Birmingham Start for Life

### Background of Post

The Breastfeeding Network has been commissioned by Birmingham City Council Start for Life, to deliver a breastfeeding peer support service across the local area. This new focussed service includes delivery of breastfeeding peer support in the community (phone/video calls, home visits, breastfeeding groups), training for staff and volunteers, supervision and as well as implementing an antenatal education programme. Partnership working is critical to the success of the service.

### Role Summary

The Service Manager will lead on overall management and ongoing development of the service, line manage the peer support staff team and Volunteer Coordinator and oversee the programme of peer support training and supervision. The Service Manager will need to have an understanding of the area and demographics plus any challenges new families may face, as well as how BfN Peer Support services work.

### Main duties

Key activities include the set up and development of the referral pathway for community support (home, phone and group support) and antenatal education programme. The Service Manager will work closely with the Volunteer Coordinator to support them as they build up the volunteers in the community and develop the provision of support activities. We are looking for someone to develop excellent partnership working between the breastfeeding support service and health teams, Family Hub venues, children centres, commissioners and other stakeholders, with previous experience of both service delivery as well as evaluation and reporting.

### Leadership and activities

- To be responsible for delivering and developing the service as outlined in the BfN contract, setting up new initiatives and processes as agreed with commissioners.
- Demonstrate a commitment to BfN's Code of Conduct and act as a role model to demonstrate good practice and behaviours
- Working with the Infant Feeding Team - oversee management of referral processes for complex breastfeeding cases.
- Work with local NHS and council teams to set up data sharing agreements where necessary for referrals.
- Take responsibility for ensuring that staff and volunteers are appropriately supported, trained and developed to enable them to provide breastfeeding support in accordance with BfN's policies and good practice
- Recruit staff as required and provide ongoing support and management, including carrying out 1:1 meetings and annual appraisals and other central staff processes.

- Line manage and work with the Volunteer Coordinator to recruit and manage a team of BfN registered volunteers for community venues
- Line Manage the team Administrator to manage data collection and reporting
- Work with a BfN Tutor to recruit a diverse mix of local women that reflect local communities to train as Peer Supporters
- Line manage and work with local BfN Supervisors to ensure delivery of regular supervision and training sessions
- Work with the BfN Programme Manager and Commissioner to ensure the service outcomes are met
- Participate effectively in meetings with BfN colleagues, partner organisations and health professionals as necessary
- Develop partnerships by engaging with other organisations to communicate the role of breastfeeding peer support and increase access to peer support.
- Oversee the planning and delivery of local events for staff, volunteers and families – eg study days and breastfeeding week activities
- Develop and share marketing resources and use social media to create campaigns and local interest in the service
- Evaluate the impact of the service on service users, staff and volunteers and ensure feedback informs development and service design.
- Oversee the set-up and development of online and virtual methods of supporting families using technology and social media for local support

### **Project Management**

- Be accountable for ensuring performance targets set by BfN and commissioners are met.
- Be accountable for monitoring of the project budgets working with the BfN finance team.
- Be accountable for overall team management
- Demonstrate an ability to plan projects and keep to agreed timescales and budget
- Keep project information, data collection tools and other records up to date in a safe and secure manner
- Compile reports to BfN, commissioners and other partners as required.
- Ensure compliance with BfN policies, BfN Code of Conduct and relevant infant feeding and other local policies.
- Work with team members to set-up and manage local social media accounts used for supporting families.
- Ensure there are clear pathways for managing IG and Safeguarding issues, ensuring BfN and local processes are followed.

### **Analysis and data management**

- Maintain and develop communication systems, information sharing agreements and referral processes with the local stakeholders to continue good working relationships.
- Supervise data collection and management including data entry, data collection, data manipulation and data and word processing to produce reports.
- Assess and evaluate the effectiveness of the service using a range of qualitative and quantitative data from a variety of sources.
- Ensure robust service data collection, evaluation, analysis for reporting purposes and to inform future work.
- Develop resources to actively promote breastfeeding peer support, peer support training and support to reach all families across the borough

- Carry out tasks related to project management such as approving expenses for staff and volunteers, dealing with venue hire/invoices, recruitment etc.

### **Equality and Diversity**

- Ensure that you, staff and volunteers understand and implement the BfN Equality and Diversity Policy and undergo BfN training in Diversity and Inclusion
- 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.
- Identify and remove barriers to accessing support, especially for families from diverse backgrounds and where English is not their first language
- Identify and develop targeted support services to reach groups least likely to engage with the offer of breastfeeding peer support in its current form– as determined through data collected by the service.

### **Health & Safety**

- follow standard Health and Safety policies and 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 requested.*

## Person Specification:

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

### Essential

- Educated to degree level or equivalent experience
- Completed recognised/accredited breastfeeding support training
- Experience of working with diverse ethnic and social groups
- Knowledge of BfN, its ethos, policies, procedures and commitment to its Code of Conduct
- Knowledge and understanding of the value of peer support
- Knowledge of how breastfeeding can help address inequalities
- An awareness and understanding of supporting equality and valuing diversity within the role
- Experience of managing people
- Knowledge of the local Infant Feeding culture and the specific issues that affect families across the geographical area
- Excellent leadership skills including the ability to motivate and manage a team of staff and volunteers
- Ability to work effectively with all colleagues, service users and health professionals
- Excellent written and oral communication skills for a variety of audiences
- Excellent interpersonal skills, including listening skills, sensitivity to different perspectives, diplomacy and negotiating skills
- Strong networking and relationship building skills
- Excellent organisational skills, including prioritisation and time management skills
- The ability to motivate others when problems arise through positive communication and working together to find solutions to problems
- Strong budget management skills
- IT skills (Word, Excel, email, PowerPoint, office 365 and internet)
- Ability to evaluate data and use the results to write and present high quality reports
- A space to work at home with reliable, secure internet access
- Ability to travel around the local area covered by the service

### Desirable

- Registered / willing to transfer in as a Breastfeeding Helper or Supporter with The Breastfeeding Network (BfN)
- Show evidence of continued professional development and ongoing learning within infant feeding
- Experience of supporting parents with breastfeeding
- Experience of working as a volunteer with BfN (or other organisation) offering breastfeeding support in a variety of settings
- Familiarity with different social media platforms (Facebook, Instagram, Twitter)
- Experience of managing different smaller assignments within a wider project

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