

Job Description for ABM Breastfeeding Counsellor Coordinator

Background

The BfN and ABM have been working in collaboration to deliver the National Breastfeeding Helpline since 2008. An arrangement that spans 10 years and involves the coordination of a voluntary network of over 300 helpline volunteers.

The national service includes a telephone helpline, web chat and social media service which acts as a source of information and support for enquiries on infant feeding and from breastfeeding parents and those involved in their care. Calls to the helpline are directed through to a trained Supporter from BfN or Counsellor from ABM. The helpline is open from 9.30 am to 9.30 pm Monday to Sunday, 365 days a year. BfN and ABM are piloting a NBH@Night service funded by the Department for Health and Social Care in 2024/25.

Main duties and work tasks

- To ensure that the correct contact information is held for all regional Breastfeeding Counsellors
- To participate in the creation of rotas when appropriate e.g. during holiday periods and encourage a good coverage on the helpline, and to promote motivational initiatives as required.
- To maintain regular monthly contact through face to face events, group Zoom sessions and individual contact as required with all Breastfeeding Counsellors in the region
- To maintain regular monthly contact through face to face events, group Zoom sessions and individual contact as required with trainees and support them in completing their training to a high standard and within the timeframes required and commencing on the helpline promptly and confidently
- To ensure all counsellors in the region are completing relevant paperwork
- Collect quarterly figures from counsellors and post holders
- Act as a reporting line to and from other members of the committee or post holders for all relevant information and changes of information
- To collect information from counsellors on local workshops and meetings
- To plan, facilitate and deliver face to face and online supervision/ training sessions at least quarterly for Breastfeeding Counsellors as required
- To provide statistics for the ABM NBH manager as required
- To organise and facilitate face to face or online practical assessments for trainee Breastfeeding Counsellors as laid out in the practical assessment guidelines

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 reasonably be requested.

Person specification:

ABM Breastfeeding Counsellor Coordinator

What we are looking for

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

Essential

- Strong knowledge of how the ABM and NBH work, and the ethos of the organisation.
- Experience of volunteering with ABM
- Experience of volunteering on NBH Helpline
- Currently registered as an ABM Counsellor and up to date with all call commitments and mandatory requirements
- Knowledge and understanding of the ABM Code of Conduct
- Knowledge of the ABM Equality and Diversity Policy
- Ability to speak and write fluently in English
- Ability to communicate effectively and accurately in a variety of ways (telephone, email, text, public speaking) with people at different levels
- Ability to interpret numerical data
- Ability to work with people from different cultures sensitively
- Ability to keep the confidentiality of volunteers
- IT skills including Word and Excel, Teams, Zoom, email and internet use
- Ability to maintain records and write reports
- Awareness and commitment to equal opportunities
- Ability to organise and manage work independently and in a timely fashion
- Ability to work effectively as part of a 'virtual' team
- A working computer with Microsoft Office software
- A quiet space to work at home
- Secure and reliable internet access
- Reliable telephone access
- Able to travel to events if necessary
- Able to attend evening meetings as required

Desirable

- Experience of working with diverse ethnic and social groups
- Experience of public speaking and presenting
- Experience or good understanding of marketing and communications activities
- Experience or good understanding of the ABM Counsellor training course.
- Ability to facilitate effective teleconferences
- Currently living in the (relevant area)



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