Job Description: Peer Supporter (Antenatal), Telford & Wrekin Start for Life

**Background of post**

The Breastfeeding Network have been awarded funding by Telford and Wrekin Council under the Start for Life programme to expand the current breastfeeding peer support service. We are looking to recruit a BfN Peer Supporter to run antenatal classes and workshops providing up to date, evidence-based information to expectant families. The project aims to enable those families who choose to breastfeed to access appropriate support regardless of age, ethnic origin, beliefs, sexual orientation, social status and employment status.

This post is Maternity Leave cover currently funded to July 2025, with potential to extend. Some weekend and evening working will be required in this role.

**Main duties**

The Antenatal Peer Supporter will report to the BfN Service Manager and liaise with local BfN staff and volunteers (including a second Antenatal Peer Supporter) and collaborate with the Local Maternity and Neonatal System, Shrewsbury and Telford Hospital Trust and the local 0-19 service on the delivery of Antenatal Education

The Antenatal Peer Supporters will run face to face workshops and virtual sessions for women, pregnant people and their support network in Telford and Wrekin region alongside supporting families who have attended in the first 6 weeks post birth via our New Parents Whatsapp Group.

**Leadership and activities**

* Develop and deliver antenatal education sessions both face to face and online.
* Prepare the resources sessions and re-order when necessary.
* Work closely with the Service Manger to plan and deliver activity and report outcomes.
* Support the Service Manger by producing data reports on project activity etc. as required for reporting purposes.
* Ensure appropriate referral and signposting of women with more complex breastfeeding issues.
* Encourage and support volunteers to join in with the antenatal sessions and develop their own
* Participate effectively in meetings with line management.
* Communicate key practical breastfeeding messages in a clear, persuasive and empathetic manner.
* Develop partnerships by engaging and communicating with other organisations and community members, some of whom may have barriers to understanding health messages.
* Work with the Service Manager and Volunteer Coordinators to order resources (promotional posters, leaflets, books, dolls, contact forms, books etc.) for sessions as required.
* Assist with organisation of local events and other community activities as identified e.g. Study days, stalls, conferences etc.
* Work with the local Service Manager and Volunteer Coordinator to develop, manage and monitor social media platforms including Facebook, Instagram and Twitter to reach as wide an audience as possible and advertise the group sessions and peer support available locally.

**Analysis and data management**

* Gather and evaluate feedback from service users.
* Keep accurate and up to date records in line with BfN Information Governance policy and BfN Code of Conduct.
* Support the Volunteer Coordinator and Service Manager to prepare reports by submitting data in a timely fashion.
* Assess the effectiveness of the antenatal sessions using a range of qualitative and quantitative data from a variety of sources.

**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.
* 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, mandatory training 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: Peer Supporter (Antenatal) Telford & Wrekin Start for Life

**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** |
| 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  or |  |  |
| Completed recognised and accredited breastfeeding peer support training, willing to transfer into BfN |  |  |
| Show evidence of continued professional development and ongoing learning |  |  |

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| **Experience and Knowledge** | **Essential** | **Desirable** |
| Experience of supporting families face to face with breastfeeding |  |  |
| Experience of working as a volunteer with BfN offering breastfeeding support in a variety of settings |  |  |
| Experience of working with diverse ethnic and social groups |  |  |
| Knowledge of BfN, its ethos, policies and procedures |  |  |
| Knowledge of how breastfeeding can help address inequalities |  |  |
| An awareness and understanding of supporting equality and valuing diversity within the role |  |  |
| Experience of presenting to a group of people online or face to face |  |  |
| Experience of multi-agency partnership working |  |  |
| Knowledge of the Infant Feeding culture in Telford & Wrekin and the specific issues that affect families |  |  |

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| **Skills and Abilities** | **Essential** | **Desirable** |
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| Excellent active listening skills |  |  |
| Ability to work effectively with all colleagues, mothers, members of the community 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 |  |  |
| Experience of management of social media accounts such as Facebook, Instagram and Twitter, software to create posts |  |  |
| Experience of arranging and hosting virtual meetings via Zoom, Teams etc |  |  |
| IT skills (Word, Excel, Outlook, shared documents, video calling software – Zoom, Teams and Internet) |  |  |
| Ability to research evidence-based information |  |  |
| Ability to evaluate data and present stats in a written format |  |  |
| A space to work at home with reliable, secure internet access |  |  |
| ‘Can-do’ attitude and evidence of delivering results |  |  |
| Ability to travel frequently within the local area and perhaps further afield to attend seminars, conferences and training |  |  |