Job Description: Breastfeeding Awareness Worker (Haringey)

# Background of post

As part of the Family Hub partnership, The Breastfeeding Network is commissioned to deliver and coordinate a scheme to promote breastfeeding in Haringey.

The Haringey Breastfeeding Welcome Scheme was developed in partnership with Whittington Health and other stakeholders including BfN. The scheme aims to:

* Support families to feel confident breastfeeding in public
* Enable communities and businesses to show they welcome and support breastfeeding
* Raise awareness about the benefit and barriers to breastfeeding

The Breastfeeding Awareness Worker role will lead on implementing the scheme, publicising, recruiting and providing support to venues, workplaces and NHS premises welcoming breastfeeding mothers and their babies.

The Breastfeeding Awareness Worker will also engage with local communities to raise awareness of breastfeeding support in the Borough, which could include workshops and other relevant activities, including online

The role will be supported by the Haringey Breastfeeding Peer Support Service’s Manager, and the Haringey Infant Feeding Coordinator.

# Main duties

* Work with the Haringey Breastfeeding Peer Support Service, the Haringey Infant Feeding Team, and other local partners to support design and implementation of the scheme.
* Take responsibility to sign up new businesses/premises to the scheme (with monthly targets to be agreed with Manager and Infant Feeding Coordinator).
* Communicate with Haringey Council Services to maintain up-to-date records of the Scheme on the Haringey Council's website.
* Investigate any complaints in relation to venues participating in the scheme (with support from Infant Feeding Coordinator).
* Manage and produce content of social media pages relevant to promoting the scheme.
* Liaise with Haringey Breastfeeding Peer Support Service to engage and enable volunteers to support with the scheme and overall service. Including supporting set-up of social peer support groups/events at venues signed up to the scheme.
* Lead on organising events to promote breastfeeding awareness during National and World Breastfeeding Week.
* Liaise with press and other organisations to promote the scheme.
* Maintain detailed records all data of set-up, delivery and monitoring of the scheme.
* Promote the wider breastfeeding support service, supporting with distribution of relevant leaflets and increase public awareness of support available.
* Deliver workshops and short interactive training courses.
* Keep accurate records of the service in accordance with BfN’s Information Governance Policy and local processes.
* Provide reports to the Service Manager and Infant Feeding Coordinator to support with evaluation of the scheme.
* Support with other administrative tasks where able to support the service as agreed with Manager.
* Work within the BfN’s Code of Conduct and Information Governance procedures.
* Work within the Baby Friendly Initiative standards and International Code of Marketing of Breastmilk Substitutes.
* Attend team meetings as required.
* Maintain up to date knowledge of BfN’s policies
* Participate in regular 1 to 1 meetings (including annual performance reviews if relevant) with the Service Manager.
* Keep up to date with personal administration including timesheets, leave forms and shift forward planning schedules.

Person Specification: Breastfeeding Awareness Worker (Haringey)

**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** |
| Completed accredited peer support training (BfN or other organisation) |  |  |
| Willing to transfer in to BfN |  |  |
| BfN registered volunteer |  |  |
| Evidence of continued professional development since qualification |  |  |

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| **Experience and Knowledge** | **Essential** | **Desirable** |
| Experience of working with diverse ethnic or 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 |  |  |
| Knowledge of the cultural and social barriers to breastfeeding  Experience of delivering workshops or training, including in roles other than breastfeeding support |  |  |
| Experience of using or managing social media accounts |  |  |
| Knowledge of Haringey area |  |  |

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| **Skills and Abilities** | **Essential** | **Desirable** |
| Ability to speak and write fluently in English |  |  |
| Prioritisation and time management skills |  |  |
| Excellent IT skills (Word, Excel, email and internet) including use of MS office 365 |  |  |
| Ability to establish and follow processes |  |  |
| Ability to travel frequently within the entire Borough of Haringey |  |  |
| Ability to work effectively as part of a team |  |  |
| Ability to negotiate and work with people from different cultures and organisations sensitively |  |  |
| Ability to maintain records and write reports |  |  |