Job Description: National Breastfeeding Helpline

**NBH@Night Helpline Team Member**

About the National Breastfeeding Helpline

The National Breastfeeding Helpline (NBH) provides independent and quality-assured information and support to breastfeeding mothers, parents and families and for anyone involved in a breastfeeding mother or parent’s care.

It offers support via the phone, webchat and social media message. The helpline is managed by the Breastfeeding Network (BfN) and operated in partnership with the Association of Breastfeeding Mothers (ABM).

In 2024, The Office for Health Inequalities and Disparities (OHID) asked BfN to deliver an exciting new pilot project to extend the hours of when women and families can access, often life-changing, support to 24 hours per day. As an NBH@ Night Shift Leader, you will help us to ensure many more women and families benefit from quality-assured support, and support colleagues on shift.  The feedback below shows the difference this service already makes:

*“The nights are so overwhelming and the most challenging. Nothing is available usually at that time and to be able to spend well over an hour with calm, professional and compassionate support available I was able to make changes. It’s invaluable to mental health. I was very worried about my mental state before I called.” (Satisfaction survey respondent, NBH@Night, England)*

*“I was very stressed and worried at the time of contacting. It was super helpful to have that support available immediately and not have to wait until the morning. The expert I spoke to validated my feelings, made sure she understood my issues and made sure I felt everything was discussed/resolved before we moved on. This is such a brilliant and helpful service. The 24/7 availability is brilliant” (Satisfaction survey respondent, NBH@Night, England)*

Role Summary

The NBH@Night Helpline Team Member will help join an exciting, national pilot project by providing quality-assured, peer support to women and families during night-time hours.

We are looking to expand our team of night time staff to provide phone and social media information and support to more women and families.

This role will be working on a shift basis during the night and will attend a small number of supervision, training, line management and team meeting hours during the day. The night-time rate of pay is higher to compensate for anti-social hours.

All Night workers will be required to work a minimum of 2 shifts per week, in keeping with BfN policies and the Working Time Directive. At this time we are recruiting primarily for morning shifts of 3:30am-9:45am, and candidates should be prepared to offer at least one weekend shift.

# Main duties and work tasks

* Be available and focused to answer telephone calls and social media messages throughout the duration of your night-time shifts
* Provide consistently high-quality, evidence-based, non-judgemental, breastfeeding support and information
* Signpost to appropriate, quality-assured resources, organisations and health professionals as required
* Engage as required in reflective supervision, training, continuous professional development and quality assurance processes (anticipated in day-time hours)
* Attend team meetings, 1:1s and appraisals with your line manager (anticipated in day-time hours)
* Complete timely record forms for each caller contact
* Follow safeguarding policy and procedure; act on safeguarding concerns or escalate as appropriate.
* Understand and achieve agreed performance standards (KPIs)
* Follow procedures to collect caller information and feedback as requested
* Follow all relevant BfN and NBH policies including but not limited to, The Code of Conduct, Conflict of Interest and Equality and Diversity policy

*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.*

*To ensure that all callers can expect a consistently high quality standard of support, all help-line workers will be required to confirm that they have working arrangements in place to allow them to fully focus on working responsibilities for the duration of their shift.*

Person Specification:

What we are looking for

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

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| **Essential** |
| * Up-to-date BfN Helpline Supporter or Supporter or ABM Breastfeeding Counsellor

**OR** Current up-to-date peer support/ breastfeeding counsellor qualification with a recognised Breastfeeding training provider. This includes IBCLC, Midwives and Health Visitors **with additional breastfeeding training.** \**\*If supporter level training (equivalent) has been completed with an* ***accredited*** *breastfeeding support provider other than Breastfeeding Network or ABM, candidates will need to complete BfN ‘transferring in’ review and training before answering calls on the helpline** Experience of providing breastfeeding support in a paid or volunteering capacity
* Experience of working with diverse ethnic and social groups
* Personal experience of breastfeeding for at least 8 weeks (which can include expressing and mixed feeding)
* Understanding and commitment to BfN’s code of conduct
* Understanding and experience of safeguarding policies and procedures for vulnerable adults and children
* Ability to speak and write in fluent English
* Ability to communicate effectively in a variety of ways (telephone, email, text, public speaking) with a wide range of people
* Ability to manage and organise workload work with colleagues to ensure good coverage on helpline throughout the night.
* Ability to work effectively as part of a virtual team
* Ability to work with people from different cultures sensitively
* IT skills including Microsoft 365 programs
* Ability to keep accurate records
* Commitment to reflective practice and continuously improving the quality of the service to all families
* Ready, willing, able and committed to focus on provision of a consistently high-quality NBH service to women, parents and families at all times when working.

*This means that all team members must be able to rest from work at least 11 hours in every 24 hour period and must have appropriate arrangements in place to focus on work when on duty. Total work time with any organisation and total work and volunteering time with ABM or BfN may not exceed 48 hours over the course of any one week.*  |

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| **Desirable** |
| * Experience of working with charities and volunteers
* Experience of working or volunteering on a helpline

This pilot project is financed by OHID and seeks to contribute to ‘levelling up health disparities to break the link between background and prospects for a healthy life’. BfN especially welcomes applications from communities which are recognised as being significantly under-served by breastfeeding support, particularly due to ethnic group, disability or living in a community with high levels of deprivation (the top 20% of the Index of Multiple Deprivation in each of the nations of the UK). |