Job Description: Breastfeeding Network Administrator (Southampton Welcomes Breastfeeding Scheme)

Background of post

The Breastfeeding Network is commissioned by Southampton City Council, Public Health to deliver and coordinate a scheme to promote breastfeeding in Southampton City. We are looking to recruit an Administrator to fulfil this role signing venues up to the scheme and educating them on the importance of supporting breastfeeding parents. The role will also involve attending events (including some weekends) to promote the scheme. This is a short-term role ending 31st March 2026.

It is recognised that concerns about breastfeeding in public (such as embarrassment and negative public attitudes) have been identified as one of the main barriers to breastfeeding. The Breastfeeding Welcome Scheme helps businesses and organisations show they welcome and support breastfeeding families by displaying easily recognisable stickers and sharing information with their team about why breastfeeding is important and how it is protected. In this role of the Administrator will work to sign up and educate businesses and organisations across the Southampton City Area to enable parents to feel supported to breastfeed on their premises, thus helping to remove this barrier to breastfeeding families.

The Southampton Welcomes Breastfeeding Scheme has been developed in partnership with the council and other stakeholders including BfN. The scheme aims to:

* Support families to feel confident breastfeeding out and about
* Be a way that communities and businesses can show they welcome and support breastfeeding
* Raise awareness about the benefits and barriers to breastfeeding

The scheme role will lead on continuing the implementation of the scheme, publicising, recruiting and providing support to venues, workplaces and NHS and Public premises to welcome breastfeeding families. The role will be supported by the Breastfeeding Network Southampton Service Manager and Volunteer Coordinator.

# Main duties and work tasks

* Work with Southampton Breastfeeding Network staff team, interested volunteers and local partners to raise awareness of the scheme
* Recruit and maintain membership to the scheme, **in-person** as well as remotely, use the resource packs to enable local venues to sign up to the scheme.
* Ensure venues have a breastfeeding policy and display a sign/sticker to welcome breastfeeding parents and their babies
* Take responsibility to sign up new businesses/premises to the scheme (monthly targets agreed with Service Manager)
* To investigate any complaints in relation to venues within the scheme (support from Service Manager)
* Assist with the management of social media pages that are relevant to promoting the scheme
* Liaise with Service Manager and Volunteer Coordinator to engage and enable volunteers to support with the scheme and overall service. Including supporting set-up of social peer support groups at venues signed up to the scheme.
* Lead on organising events in the community to promote breastfeeding awareness including World Breastfeeding Week in August
* Liaise with press and other organisations to promote scheme
* Promote the sharing of information about local breastfeeding support services and BfN national support (National Breastfeeding Helpline, Drugs in Breastmilk Service and BfN Website)
* Maintain a detailed spreadsheet recording all data of current scheme, new recruits, audits of existing venues/organisations and monitoring of the scheme.
* Communicate updates clearly to line manager and team on actions taken and plans
* Keep accurate data records to enable evaluation of the service in accordance with BfN’s Information Governance Policy and local processes
* Ensure all data and attendance records are maintained accurately and submitted in a timely manner for reporting purposes
* Work within the Baby Friendly Initiative remit
* Work within the BfN’s Code of Conduct and Information Governance procedures
* Support with other administrative tasks where able to support the service as agreed with Service Manager
* 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

*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:

What we are looking for

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

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| **Essential** |
| * Knowledge of importance and application of the BfN Code of Conduct
* A space to work at home with reliable, secure internet access
* Knowledge of Southampton City (primarily SO14-SO19)
* Ability to travel around the Southampton area covered by the service, as required for the role (primarily SO14-SO19)
* Ability to work some weekends to attend relevant events to promote the Breastfeeding Welcome Scheme and signpost to breastfeeding support services in Southampton
* Ability to speak and write fluently in English
* Knowledge of Office 365 or similar cloud-based systems
* Ability to use social media platforms to post/schedule flyers and updates
* Ability to follow established processes, organise and manage work independently
* Ability to work effectively as part of a team
* Excellent interpersonal and communication skills
* An awareness and understanding of supporting equality and valuing diversity within the role
* Experience of using or managing social media accounts
* Knowledge of the BfN Equality and Diversity Policy
* Ability to work with people from different cultures sensitively
* Timely and accurately communicator, record data, design forms, spreadsheets, presentations and reports; and be able to update and design posters for social media platforms about BfN Southampton

Welcomes Breastfeeding Scheme. * Ability to maintain records and write reports
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| **Desirable** |
| * Experience of working with diverse ethnic and social groups
* Experience of working as a volunteer with BfN offering breastfeeding support to families
* Proficiency and relevant experience of Trello, Canva and Mail systems such as Mailer Lite or Survey Monkey.
* Show evidence of continued professional development
* Level 2 accredited Helper - peer support training or currently be training with The Breastfeeding Network (BfN) & have had at least minimum supervision required from your named supervisor. Or equivalent training and prepared to transfer into BfN.
* Some knowledge of The International Code of Marketing of Breastmilk Substitutes (the Code) & UNICEF Baby Friendly Initiative
* Knowledge of how breastfeeding can help address inequalities
* Knowledge of the cultural and social barriers to breastfeeding
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