Job Description: Breastfeeding Awareness Worker (Lewisham)

About the Breastfeeding Network

Founded in Scotland in 1997, the Breastfeeding Network (BfN) aims to be an independent source of support and information for all breastfeeding women, parents and others in the UK.

Our vision is a society where all mothers, parents and families are able to make informed decisions about breastfeeding, to access help when and how they need it and to become confident in their choices. Crucially, this also means all help and support offered to parents by BfN volunteers and employees is offered free from commercial interests and free of charge.

BfN manage breastfeeding peer support projects across the UK to provide tailored, local support and work in partnership with the Association of Breastfeeding Mothers (ABM) to provide The National Breastfeeding Helpline, offering peer support to families 24 hours per day via phone, social media and webchat.

# Background of post

The Breastfeeding Network, commissioned by Lewisham council to deliver a breastfeeding peer support service, will be developing, delivering and coordinating a scheme to promote breastfeeding across the borough.

The Lewisham breastfeeding friendly scheme will be used with the aim 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 new scheme, publicising, recruiting and providing support to venues, workplaces and NHS premises welcoming breastfeeding mothers and their babies. The post will be supported by the Lewisham Service Manager and local partners. Please note this post is subject to confirmation of funding.

# Main duties and work tasks

* Develop resource packs to support the signing up of local venues to the scheme
* Work with local council partners and other local partners to support implementation of the scheme.
* Work in partnership with Council business enterprise colleagues, local children and family groups and other partners to raise the profile of the scheme
* Take responsibility to sign up new businesses/premises to the scheme
* Investigate any complaints in relation to venues participating in the scheme (with support from Programme Manager).
* Lead on management and content of social media pages relevant to promoting the scheme
* Lead on organising local events to promote breastfeeding awareness during National and World Breastfeeding Week.
* Identify and celebrate local businesses and venues that have joined the scheme.
* Evaluate. monitor and report on venue sign ups to the scheme and feedback from local families.
* Liaise with press and other organisations to promote the scheme
* Promote the wider breastfeeding support service, supporting with distribution of relevant leaflets and increase public awareness of support available.
* Maintain detailed records all data of set-up, delivery and monitoring of the scheme
* Keep accurate records of the service in accordance with BfN’s Information Governance Policy and local processes.
* Support with other administrative tasks where able to support the service as agreed with Service 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.

Please note this post is subject to confirmation of funding.

Person Specification:

*Person Specification: Breastfeeding Awareness Worker (Lewisham)*

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What we are looking for

We are looking for a candidate passionate about supporting and raising awareness of breastfeeding, with a good knowledge of the Borough of Lewisham.

**The following criteria will be used to help us assess candidates for this role. Please refer to this document when completing your application to demonstrate your suitability for the role.**

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| **Essential** |
| * 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 using or managing social media accounts * Knowledge of Lewisham area * Ability to travel frequently within the local area and sometimes further afield to attend meetings * Knowledge of BfN, its ethos, policies and procedures. * Experience of working with diverse ethnic or social groups * Ability to speak and write fluently in English * Ability to organise and manage work independently * Ability to work effectively as part of a team * Ability to communicate effectively, accurately and sensitively in a variety of ways (telephone, email, text, public speaking) with people at different levels, from different cultures and from different organisations * Ability to establish and follow processes * Ability to interpret numerical data * Ability to maintain records and write reports * IT skills including Word and Excel, email and internet use * A space to work at home with secure and reliable internet access |

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| **Desirable** |
| * Currently registered as a BfN Helper or Supporter * Experience of volunteering with BfN * Completed peer support training (BfN or another recognised organisation) * Experience of public speaking and presenting * Experience or good understanding of marketing and communications activities |