Job Description: Peer Support, Telford & Wrekin Start for Life

**Background of post**

The Breastfeeding Network (BfN) have been awarded funding by Telford and Wrekin Council under the Start for Life programme. The project aims to enable those families access appropriate feeding support regardless of age, ethnic origin, beliefs, sexual orientation, social status and employment status.

This post is funded until July 2026, with potential to extend based on securing funding.

**Main duties**

The Peer Supporter will report to the BfN Service Manager and liaise with local BfN staff and volunteers. There will be a need for a high level of collaboration and partnership working with the Volunteer Coordinators, Hospital Infant Feeding team, our public health colleagues at the council, the Start for Life team, the local NHS services and other third sector organisations linked to delivery of infant feeding peer support in the area.

The Peer Supporter will support families in the early hours and days of having a newborn on the at the Princess Royal Hospital, Telford, providing hands off support and up to date information to enable them to feel empowered and supported in their journey. Peer Supporters may also offer guidance on expressing or be available to answer questions from families on the antenatal, postnatal and neonatal wards. Support at our community groups will also form part of the role, leading on feeding support at a new group on Mondays with occasional cover requested at other groups.

**Leadership and activities**

* Provide infant feeding support for mums, parents and families as required.
* Work closely with the BfN Volunteer Coordinator to plan and deliver activity and report outcomes.
* Ensure appropriate referral and signposting of women with more complex feeding issues.
* Communicate key practical breastfeeding and responsive artificial feeding messages in a clear, persuasive and empathetic manner.
* Encourage and support BfN Hospital volunteers
* Participate effectively in meetings with line management.
* Develop partnerships by engaging and communicating with other organisations and community members, some of whom may have barriers to understanding health messages.
* Assist with organisation of promotional events e.g. world breastfeeding week, maternity open days, family hub events

**Analysis and data management**

* Keep accurate and up to date records in line with BfN Information Governance policy and BfN Code of Conduct and local hospital policy.
* Gather and support evaluation of feedback from service users.
* Support the Volunteer Coordinator and Service Manager to prepare reports by submitting data in a timely fashion.

**Equality and Diversity**

* Understand and implement the BfN Equality and Diversity Policy
* Support inclusion and value 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 includes up to date DBS check.
* Adhere to hospital code of conduct as per the memorandum of understanding and undertake mandatory training as required.
* Adhere to relevant health and safety protocols including hand hygiene and sickness procedures as covered during inductions.
* If Helper, complete Supporter training as available.

*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 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 | ü |  |
| Willing to participate in the next available Supporter Course (BfN Helper only) | ü |  |
| Show evidence of continued professional development and ongoing learning | ü |  |
| Educated to degree level or equivalent experience |  | ü |

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

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| **Skills and Abilities** | **Essential** | **Desirable** |
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| Excellent active listening skills | ü |  |
| Ability to work effectively with all colleagues, service users, members of the community and Health Professionals | ü |  |
| Excellent written and oral communication skills for a variety of audiences | ü |  |
| Excellent interpersonal skills, including sensitivity to different perspectives, diplomacy and negotiating skills | ü |  |
| Excellent organisational skills, including project management, prioritisation and time management skills | ü |  |
| Experience of arranging and hosting virtual meetings via Zoom, Teams etc |  | ü |
| IT skills (Word, Excel, Outlook, shared documents, video calling software – Zoom, Teams and Internet) | ü |  |
| Ability to research evidence-based information | ü |  |
| Ability to evaluate data and present stats in a written format | ü |  |
| A space to work at home with reliable, secure internet access | ü |  |
| ‘Can-do’ attitude and evidence of delivering results | ü |  |
| Ability to travel frequently within the local area and perhaps further afield to attend seminars, conferences and training |  | ü |