

Job Code: \_\_\_\_\_

# Job Description: Service Manager (Islington)

## Background of post

The Breastfeeding Network is commissioned by Islington Council, Public Health, to deliver a universal breastfeeding peer support service across the borough working within a multi-agency, integrated system of perinatal and infant health services.

The Service Manager works alongside the community Infant Feeding Coordinator and contributes to local strategy in Islington and North Central London to support the borough's BFI accreditation and long term plans. The Service Manager is supported locally by the Deputy Coordinator and Administrators, and centrally by BfN Programme Managers.

The Islington service consists of a team of paid staff and volunteers that offer breastfeeding support throughout the perinatal journey and beyond. A Breastfeeding Peer Support service has been operating in Islington for a number of years. The current provision reaches around 100% of new mothers (over 80% of these within 72 hours), has a 7 day a week presence in UCLH and Whittington hospitals and all new mothers receive a timely ward visit and/or telephone follow-up. Ongoing support is offered through home visits, locally available drop-in/online sessions, one-to-one appointments and a dedicated telephone line. More recently, we are supporting development of a new breastfeeding welcome scheme across the borough.

Islington breastfeeding peer support service is well-established and highly valued by local families and partners.

<https://www.breastfeedingnetwork.org.uk/peersupportprojects/islington/>

## Main duties

The Service Manager will lead on overall management and ongoing development of the service, manage the paid staff team and volunteers and the programme of peer support training and supervision. The Service Manager role works closely with the Deputy Coordinator and administrator roles to support the team, deliver and develop the service. We are looking for someone to continue the excellent partnership working between the breastfeeding support service and health teams, children centres, commissioners and other stakeholders.

## Leadership and activities

- To be responsible for delivering and developing the current service and setting up new initiatives as agreed with commissioners.
- Oversee management of complex breastfeeding cases and offer infant feeding peer support to families as part of a team of peer supporters.
- Take responsibility for ensuring that staff and volunteers are appropriately supported, trained and developed to enable them to provide breastfeeding support in accordance with BfN's policy and practice

- Recruit staff as required and provide ongoing support and management, including carrying out 1:1 meetings and annual appraisals and other central staff processes.
- Line manage and work with the Deputy/Volunteer Coordinator to recruit and manage a team of BfN registered volunteers.
- Line manage and work with a BfN tutor to recruit and train a diverse mix of local women that reflect local communities to train as peer supporters and champions.
- Line manage and work with local BfN Supervisors to ensure delivery of regular supervision and training sessions
- Work with the BfN Programme Manager and Commissioner to ensure the service outcomes are met
- Participate effectively in meetings with BfN colleagues, partner organisations and health professionals as necessary.
- Communicate the service and the role of breastfeeding and peer support in a clear, persuasive and empathetic manner to support public engagement information
- Develop partnerships by engaging and communicating with other organisations, postnatal wards and community groups, some of whom may have barriers, such as language or cultural barriers, to accessing peer support.
- Evaluate the impact of the service on service users and volunteers and ensure feedback informs development and service design.
- Develop and expand the use of online and virtual methods of supporting families and the use of technology in local support

### **Project Management**

- Be accountable for ensuring performance targets set by BfN and commissioners are met.
- Be accountable for monitoring of the project budgets working with the BfN finance team.
- Be accountable for overall team management
- Keep project information, data collection tools and other records up to date
- Compile quarterly and annual reports to partners as required, including activity reports of volunteers and staff.
- Ensure compliance with BfN policies, BfN Code of Conduct and relevant Infant Feeding and other local policies.
- Work with team members to manage local social media accounts, especially Facebook and Instagram pages used for supporting families.
- Ensure there are clear pathways for managing IG and Safeguarding issues and ensuring BfN and local processes are followed.

### **Analysis and data management**

- Maintain and develop communication systems, information sharing agreements and referral processes with the local stakeholders to continue good working relationships.
- Supervise data management including data entry, data collection, data manipulation and data and word processing.
- Assess and evaluate the effectiveness of the service using a range of qualitative and quantitative data from a variety of sources that may conflict.
- Ensure robust service data collection, evaluation, analysis for reporting purposes and to inform future work.
- Responsible for compiling and submitting reports to commissioners and BfN within timescales requested.
- Develop resources to actively promote breastfeeding peer support, peer support training and support to reach all families across the borough

- Carry out tasks related to project management such as approving expenses for staff and volunteers, dealing with venue hire/invoices, recruitment etc.

### **Equality and Diversity**

- Ensure that you, staff and volunteers understand and implement the BfN Equality and Diversity Policy and undergo BfN training in Diversity and Inclusion
- Ensure that staff and volunteers work in a way that supports inclusion and values diversity. This responsibility includes actions in relation to service users, volunteers, work colleagues, people in other organisations and members of the public.
- Identify and remove barriers to accessing support, especially for families from diverse backgrounds and where English is not their first language
- Identify and develop targeted support services to reach groups least likely to engage with the offer of breastfeeding peer support in its current form– as determined through data collected by the service.

### **Health & Safety**

- follow standard Health and Safety policies and 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 (if relevant) and continuing professional development

*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: Service Manager (Islington)

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.

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		✓
Completed recognised breastfeeding support training	✓	
Show evidence of continued professional development and ongoing learning	✓	
Educated to degree level or equivalent experience	✓	

Experience and Knowledge	Essential	Desirable
Experience of supporting mothers with breastfeeding	✓	
Experience of working as a volunteer with BfN (or other organisation) offering breastfeeding support in a variety of settings		✓
Experience of working with diverse ethnic and social groups		✓
Knowledge of BfN, its ethos, policies and procedures	✓	
Knowledge and understanding of the value of peer support	✓	
Knowledge of how breastfeeding can help address inequalities	✓	
An awareness and understanding of supporting equality and valuing diversity within the role	✓	
Experience of managing people	✓	
Experience of managing different projects	✓	
Knowledge of the local Infant Feeding culture and the specific issues that affect families across the geographical area	✓	

Skills and Abilities	Essential	Desirable
Excellent leadership skills including the ability to motivate and manage a team of staff and volunteers	✓	
Excellent active listening skills	✓	
Ability to work effectively with all colleagues, mothers and Health Professionals	✓	
Excellent written and oral communication skills for a variety of audiences	✓	
Excellent interpersonal skills, including sensitivity to different perspectives, diplomacy and negotiating skills	✓	
Excellent organisational skills, including project management, prioritisation and time management skills	✓	
The ability to motivate others when problems arise through positive communication and working together to find solutions to problems	✓	
Strong budget management skills	✓	

Familiarity with different social media platforms (Facebook, Instagram, Twitter)		✓
IT skills (Word, Excel, email, office 365 and internet)	✓	
Ability to research and communicate evidence-based information	✓	
Ability to evaluate data and use the results to write high quality reports	✓	
A space to work at home with reliable, secure internet access		✓
Ability to travel around the local area covered by the service	✓	