Job Description: Breastfeeding Peer Supporter – Community Engagement (Haringey)

# Background of post

The Breastfeeding Network is commissioned by Haringey Council, Public Health, to work alongside Health Professionals in the borough offering Infant Feeding Support to all residents with a strong focus on the East of the borough. We are looking to recruit a BfN Breastfeeding Peer Supporter to seek out opportunities to run adhoc breastfeeding support groups – independently or alongside Family Hub partners - as well as being a member of the existing peer support team. This will include attending local Children’s Centre baby groups and other family activities (e.g soft play, parks, playgroups) to signpost parents to Family Hub services and offer breastfeeding support.

The Breastfeeding Peer Supporter – Community Engagement role aims to:

* Actively research, find and engage with under-represented communities within the borough.
* Work with Health Professionals and Community Partners to reach families via the Family Hub Partnership.
* Raise awareness of the support available throughout the feeding journey – from pregnancy to early childhood.

The Breastfeeding Peer Supporter – Community Engagement role will lead on highlighting the service as above and will be supported by the Service Manager and Volunteer Coordinator.

# Main duties

* Work with the Infant Feeding Coordinator, Hospitals and Children Centre Managers as part of the Family Hub service to promote the peer support offer.
* Actively seek out opportunities to connect with Family Hub partners through face to face activities and strengthen partnerships.
* Liaise with Haringey BfN team and other Projects where required to raise awareness of existing pan-London community support groups (Muslim, Spanish speaking, etc) to extend the reach of the BfN.
* Assist with content of social media pages relevant to promoting the Haringey BF Service and Family Hub initiatives.
* Support and lead where relevant on organising events to promote breastfeeding awareness during National, World, Black Breastfeeding Week and other relevant focus.
* Promote any BfN Haringey training opportunities to partners and families to further strengthen the Haringey Breastfeeding Peer Support team and to better represent the community served.
* Promote the breastfeeding support service, supporting with distribution of relevant leaflets, posters to increase public awareness of support available to all local community partners (e.g. GPs)
* Keep accurate records of the service in accordance with BfN’s Information Governance Policy and local processes and support with other administrative tasks 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) with the Service Manager.
* Keep up to date with personal administration including timesheets, leave forms and shift forward planning schedules.

Person Specification: Breastfeeding Peer Supporter – Community Engagement (Haringey)

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| **Qualifications** | **Essential** | **Desirable** |
| Completed accredited peer support training (BfN or other organisation) | ü |  |
| Willing to transfer in to BfN | ü |  |
| BfN registered volunteer |  | ü |
| Evidence of continued professional development since qualification |  | ü |
| **Experience and Knowledge** | **Essential** | **Desirable** |
| Experience of working with diverse ethnic or 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 |  |
| Knowledge of the cultural and social barriers to breastfeeding | ü |  |
| Experience of using or managing social media accounts |  | ü |
| Knowledge of Haringey area |  | ü |
| **Skills and Abilities** | **Essential** | **Desirable** |
| Ability to speak and write fluently in English | ü |  |
| Prioritisation and time management skills | ü |  |
| Excellent IT skills (Word, Excel, email and internet) including use of MS office 365 | ü |  |
| Ability to establish and follow processes | ü |  |
| Ability to travel frequently within the local area and sometimes further afield to attend meetings | ü |  |
| Ability to work effectively as part of a team | ü |  |
| Ability to negotiate and work with people from different cultures and organisations sensitively | ü |  |
| Ability to maintain records and write reports | ü |  |