Job Description: Breastfeeding Network Administrator (Isle of Wight Breastfeeding Friendly Scheme)

Background of post

The Breastfeeding Network (BfN) has been commissioned by Public Health Isle of Wight to support the development and implementation of a new Breastfeeding Friendly Scheme on the island. 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 2025.

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 Friendly 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 new role the Administrator will work to sign up and educate businesses and organisations across the Isle of Wight to enable parents to feel supported to breastfeed on their premises, thus helping to remove this barrier to breastfeeding families.

The Isle of Wight Breastfeeding Friendly Scheme aims to:

* Support families to feel confident and enjoy breastfeeding out and about on the Isle of Wight, to help them give their children the best possible start in life.
* Create an environment where more women choose to breastfeed their babies.
* Be a way that communities and businesses can show they welcome and support breastfeeding.
* Raise awareness about the benefit and barriers to breastfeeding, sharing evidence-based information on breastfeeding within the community.

# Main duties

The Breastfeeding Network Administrator (Isle of Wight Breastfeeding Friendly Scheme) will report to the BfN Isle of Wight Service Manager and liaise with other key contacts in Public Health, businesses & organisations as well as partner organisations and other members of BfN. There will be a need for collaboration and partnership working with Public Health Isle of Wight. The key parts of this role are to:

* Support in the development and growth of the Breastfeeding Friendly Scheme.
* Take responsibility to sign up new venues to the scheme.
* Provide education regarding how to support breastfeeding families to venues signing up to the scheme.
* Support Public Health Isle of Wight in the development of promotional material, including videos.
* Liaise with the press to promote the scheme.
* Promote the scheme in various ways, including across social media platforms.
* Produce reports for the Service Manager and Public Health Isle of Wight as required, updating on the success of the scheme.
* Attend events across the island to promote the scheme (this may include some weekend work).
* Work as an effective team member and take part in regular meetings as required.
* Develop and maintain good working relationships with other organisations, peer support volunteers, health professionals and other third sector partners.
* Undertake training as advised by the Service Manager.
* Ensure all data sheets and records are maintained accurately for reporting purposes.

Compliance with Policies and Procedures

* Keep accurate and up to date records in line with BfN Information Governance policy and BfN Code of Conduct.
* Provide the required data in order to enable evaluation of the service in accordance with BfN’s IG Policy and local processes.
* Work within BfN’s Code of Conduct and Staff Handbook.
* Maintain up to date knowledge of BfN’s policies.
* Participate in regular 1 to 1 meetings with the Service Manager.
* Maintain computer security by password protecting computers and documents, keeping paper documents in a locked cabinet and password protecting sent documents containing sensitive data

Equality and Diversity

* Understand and implement the BfN Equality and Diversity Policy.
* 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.
* Consider ways to remove barriers to accessing support.

Health and 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 1973 and subsequent legislation.
* Take care of your own personal safety and that of others.

*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:

**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
* Knowledge of the Isle of Wight
* Reside on the Isle of Wight and be able to easily travel around the island to deliver face to face education to venues signing up to the scheme
* Ability to work some weekends to attend relevant events to promote the Breastfeeding Friendly Scheme and signpost to breastfeeding support services on the Isle of Wight
* Ability to educate people in the importance of being supportive of breastfeeding within their premises
* An understanding of the importance of breastfeeding and why we need to support families to feel comfortable to breastfeed in public
* Ability to speak and write fluently in English
* Knowledge of Office 365 or similar cloud based systems
* Ability to use applications including but not limited to Office (Excel, Word, PowerPoint, Outlook, etc) and Canva to professionally, timely and accurately communicate, record data, design forms, spreadsheets, presentations, run and produce reports, fliers and posters, etc.
* Ability to use social media platforms to post/schedule flyers and updates
* Experience of working independently
* Ability to work effectively as part of a team
* Ability to work with people from different cultures and backgrounds sensitively
* Ability to maintain confidential records
* Ability to communicate effectively by email, in meetings, via phone, video call, text, Whatsapp and on social media
* Ability to prioritise work and respond to timescales and deadlines
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| Desirable |
| * Breastfeeding Helper Registration with The Breastfeeding Network (BfN) or accredited peer support training with another organisation
* Show evidence of continued professional development since qualification
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