Job Description

**Wales Outreach & Development Officer**

Background of Post

The National Breastfeeding Helpline (NBH) provides independent and quality-assured information and support to breastfeeding mothers, parents and families and for anyone involved in a breastfeeding mother or parent’s care. Last year, almost 43,000 calls were made to the NBH and this figure is rising.

We are excited that a national pilot project for a new staffed night-time service will extend the hours when women and families can access, often life-changing support, to 24 hours per day. The **Wales Development Officer** will co-ordinate the outreach and promotion of the 24 hour service and complementary services from BfN, with a view to seeing an increase in calls from target areas with high levels of deprivation within Cwm Taf and Aneurin Bevan Health Boards, and improving engagement with other BfN information and support services.

Role Summary

This is a flexible, part time, home based role, working closely with the National Breastfeeding Helpline and the Breastfeeding Network Programme team, who are also all home based. The role is varied, and involves developing relationships, supporting engagement with BfN activity and promoting the helpline and related services throughout areas of high deprivation concentrated in Cwm Taf and Aneurin Bevan. This role is key to the organisation as we strive to reach more parents in these communities to make them aware of the support offered by the Helpline; as well as improving engagement with information and support services such as Drugs in Breast Milk Information Service, the Breastfeeding Friendly Scheme and breastfeeding awareness activities.

Key aims of the role are to

* To help promote the National Breastfeeding Helpline and BfN activities to families and health professionals across areas of deprivation in Wales, with a focus on CwmTaf and Aneurin Bevan Health Boards.
* To help increase the number of contacts to all NBH and related information and support services received from areas of high deprivation in Wales by advertising the service in target areas
* To help develop the BfN Breastfeeding Friendly Scheme in target areas.
* To co-ordinate targeted engagement activities with under-served communities, guided by data from National Breastfeeding Helpline (NBH) and Cwm Taf and Aneurin Bevan Health Boards.
* To develop relationships with key contacts in targets areas and ensure that contacts are kept up to date

# Main duties

* Promote and market the National Breastfeeding Helpline services to families and health professionals in Wales through:
  + identifying, attending and speaking at relevant events, meetings and conferences
  + working with healthcare professionals, Breastfeeding Friendly venues and local authorities to identify opportunities to promote the helpline services through children’s centres, social media, community venues, clinical settings and outreach in target areas
* Organise and deliver awareness-raising activities and sessions in key targets, as needed
* Identify and develop opportunities for further training and service development, in discussion with line manager
* Provide statistical information as and when required by Directors, commissioners, colleagues or local services.
* Abide by the policies of the BfN
* Attending regular meetings with manager
* To follow BfN Code of Conduct

*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 |
| Currently Living in South Wales  A space to work at home with secure and reliable internet access  Reliable telephone access  Able to travel to events and meetings as necessary  Strong knowledge of BfN, infant feeding and NBH services  Proven ability to effectively develop partnerships and secure strong engagement from other organisations and decision-makers  Proven ability to work and engage effectively with people from a wide range of cultures and backgrounds  Commitment to the BfN Code of Conduct and its effective application  Commitment to the BfN Equality and Diversity Policy  Proven ability to work on a varied and complex programme of work, and on own initiative/independently  Ability to speak and write fluently in English  Ability to communicate effectively and accurately in a variety of ways (telephone, email, text, public speaking) with people at different levels  Ability to interpret numerical data  Ability to work effectively as part of a ‘virtual’ team  IT skills including Word and Excel, email and internet use - including Microsoft 365 programmes  Ability to maintain records and write reports |

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| Desirable |
| Experience of volunteering with BfN  Experience of volunteering on NBH  Currently registered as a BfN Helper or Supporter  Experience of public speaking, effective networking and presenting  Experience or good understanding of using online learning programmes either as a learner or developer  Experience or good understanding of marketing and communications  Ability to speak and write fluently in Welsh |