Job Description: Breastfeeding Awareness Worker (Wandsworth and Richmond)

# Background of post

The Breastfeeding Network is newly commissioned by Richmond and Wandsworth council, to deliver and coordinate a scheme to promote breastfeeding across both boroughs.

The BfN breastfeeding friendly scheme will be used with the aim to:

* Support families to feel confident breastfeeding in public
* Enable communities and businesses to show they welcome and support breastfeeding
* Raise awareness about the benefit and barriers to breastfeeding

The Breastfeeding Awareness Worker role will lead on implementing the new scheme, adapting the current BfN scheme resources, publicising, recruiting and providing support to venues, workplaces and NHS premises welcoming breastfeeding mothers and their babies. The role will be supported by BfN London Programme Managers and the council.

# Main duties

* Develop resource packs to support the signing up of local venues to the scheme – adapting and utilising current BfN and other resources as required [https://www.breastfeedingnetwork.org.uk/bfn-breastfeeding-friendly-scheme/](about:blank)
* Work with local council partners and other local partners to support implementation of the scheme.
* Work in partnership with Council business enterprise colleagues, local children and family groups and partners within the Breastfeeding Operational Group to raise the profile of BFBS.
* Take responsibility to sign up new businesses/premises to the scheme (with annual targets as agreed in the contract)
* Investigate any complaints in relation to venues participating in the scheme (with support from Programme Manager).
* Assist with management and content of social media pages relevant to promoting the scheme
* Lead on organising events to promote breastfeeding awareness during National and World Breastfeeding Week.
* Identify and celebrate local businesses and venues that have joined the scheme.
* Evaluate. monitor and report on venue sign ups to the scheme and feedback from local families.
* Liaise with press and other organisations to promote the scheme
* Promote the wider breastfeeding support service, supporting with distribution of relevant leaflets and increase public awareness of support available.
* Maintain detailed records all data of set-up, delivery and monitoring of the scheme
* Keep accurate records of the service in accordance with BfN’s Information Governance Policy and local processes.
* Support with other administrative tasks where able to support the service 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 if relevant) with the Service Manager.
* Keep up to date with personal administration including timesheets, leave forms and shift forward planning schedules.

Person Specification: Breastfeeding Awareness Worker (Wandsworth and Richmond)

**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** |
| BfN registered volunteer |  | ✓ |
| Evidence of continued professional development since qualification |  | ✓ |
| Completed accredited peer support training (BfN or other organisation) |  | ✓ |

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| **Experience and Knowledge** | **Essential** | **Desirable** |
| Experience of working with diverse ethnic or social groups | ✓ |  |
| Knowledge of BfN, its ethos, policies and procedures. | ✓ |  |
| Knowledge of how breastfeeding can help address inequalities | ✓ |  |
| An awareness and understanding of supporting equality and valuing diversity within the role | ✓ |  |
| Knowledge of the cultural and social barriers to breastfeeding | ✓ |  |
| Experience of using or managing social media accounts |  | ✓ |
| Knowledge of Wandsworth and Richmond area | ✓ |  |

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| **Skills and Abilities** | **Essential** | **Desirable** |
| Ability to speak and write fluently in English | ✓ |  |
| Prioritisation and time management skills | ✓ |  |
| Excellent IT skills (Word, Excel, email and internet) including use of MS office 365 | ✓ |  |
| Excellent organisation and record keeping skills | ✓ |  |
| Ability to establish and follow processes | ✓ |  |
| Ability to travel frequently within the local area and sometimes further afield to attend meetings | ✓ |  |
| Ability to work effectively as part of a team | ✓ |  |
| Ability to negotiate and work with people from different cultures and organisations sensitively | ✓ |  |
| Ability to maintain records and write reports | ✓ |  |