Job Description: Clackmannanshire Peer Supporter – maternity cover

Background of Post

With this project, we aim to increase support for new parents by providing safe spaces for them to share their feelings and experiences. We will also raise awareness of the benefits of breastmilk and breastfeeding across Clackmannanshire and support local mothers and parents regardless of how they choose to feed their infant. We will provide support to families as they transition into parenthood, providing them with opportunities to explore their feelings and emotions around this. We will target our support to areas of high deprivation where we know breastfeeding initiation and maintenance is low.

Role Summary

We will continue to run two face to face groups, in Alloa and Tullibody, to enable us to support more families in Clackmannanshire to see breastfeeding as an option for them and to increase access to support enabling more families to reach their feeding goals contributing to reducing health and wellbeing inequalities for babies and children. The groups will also help parents come together to share experiences and building confidence as well as reducing isolation.

# Main duties

The Clackmannanshire Peer Supporter will support volunteers and build links with local communities, partner organisations and businesses to raise awareness about the value of breastfeeding and how everyone has a role to support breastfeeding throughout the Clackmannan council area. They will also support families to transition to parenthood and support positive mental health during this transition.

**The main aims of the peer support service are to:**

* Work with volunteers to continue the running of the current breastfeeding groups in Tillicoultry and Alloa. This may include running the group alone, alongside volunteers or supporting volunteers to run the group depending on rotas and volunteer availability.
* Engaging with local Breastfeeding Network (BfN) volunteers to ensure they feel valued and able to contribute to the project.
* Organise rotas for volunteers who are actively involved in running the groups
* Provide information through various social media channels, to inform the community of upcoming events, groups etc. and to share relevant information.
* Use social media to promote the Breastfeeding Friendly Scotland scheme and the support available in the local area. Including scheduling social media posts and responding to enquiries from businesses wanting to sign up to the scheme or parents looking for support
* Collection of demographic information to be shared with funders as required and which will demonstrate whether we are reaching families who need additional support and influencing change in communities around the way they feed their babies.
* Collect evaluation information to establish if our groups and support are making a difference to families mental wellbeing and reducing social isolation.
* Attend local meetings with partner and other organisations as required
* Support the Scottish Peer Support Manager and Forth Valley Coordinator as required.
* Providing reports and data in a timely manner.

**Compliance with Policies and Procedures**

* Maintaining own BfN registration with regular supervision, mandatory training and continuing professional development.
* Work in line with the BfN staff handbook and report to the Peer Support Co-ordinator.
* Ensure compliance with BfN policies, including the BfN Equality & Diversity Policy, Health and Safety, Safeguarding and BfN Code of Conduct, and other local policies.
* Work with the integrated team to ensure understanding and compliance with relevant NHS policies that impact on BfN staff.
* Keep accurate and up-to-date details of all volunteers involved, in line with GDPR
* Keep accurate and up to date records in line with local NHS and BfN Information Governance policy and BfN Code of Conduct.
* Undertake risk assessments in line with the BfN risk assessment policy
* Provide the required data in order to enable evaluation of the service in accordance with BfN’s IG Policy and local processes.
* Attend team meetings as required.
* Participate in regular 1:1 meetings (including annual performance reviews if relevant) with the Peer Support Co-ordinator.
* Liaise with other project staff with regard to the updating of local processes and community support details.
* Work within the Baby Friendly Initiative remit and support accreditation where requested.
* Maintain up to date knowledge of BfN’s policies.

*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:

**We expect applicants to have previous experience in volunteering or working with families.**

**The following criteria will be used to help us assess candidates for this role**

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| Essential |
| * Active Helper registration with BfN or equivalent qualification, currently training with BfN or have relevant experience that would allow registration with BfN e.g. Health Visitor, Midwife, IBCLC. * Experience of supporting mothers face to face with breastfeeding * Experience of working in a health or community setting in paid or volunteer capacity * Knowledge of BfN, its ethos, policies and procedures * Knowledge of importance and application of the BfN Code of Conduct * Knowledge of the BfN Equality and Diversity Policy * Understanding of the importance of community development and engagement * 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 * An understanding of why the Breastfeeding Friendly Scotland scheme is important * Knowledge of Clackmannanshire and surrounding area * Ability to develop and maintain good working relationships with other members of the local BfN team, other health professionals, local authority colleagues and third sector partners. * Excellent interpersonal and communication skills * Excellent organisational skills including prioritisation and time management skills * Ability to keep the confidentiality of the mothers and their families * IT skills including Word, Excel, email and internet use * Maintain accurate and up-to-date records of contacts with mothers through NHS recording systems. * A space to work at home with reliable, secure internet access * Experience managing social media accounts such as Facebook, Instagram and Twitter * Experience creating engaging social media content * Access to a car and the ability to travel within Clackmannanshire and occasionally to other areas to attend seminars, conferences and training |

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| Desirable |
| * Experience of working as a peer supporter offering breastfeeding support to mothers * Experience of supporting a group of volunteers * Experience organising and hosting infant feeding peer support groups face to face * Show evidence of continued professional development since qualification * Experience of working with diverse ethnic and social groups |