Job Description: Peer Supporter, Telford & Wrekin Start for Life

**Background of post**

The Breastfeeding Network have been awarded funding by Telford and Wrekin Council under the Start for Life programme to expand the current breastfeeding peer support service. We are looking to recruit a BfN Breastfeeding Peer Supporter to run weekly breastfeeding support groups alongside the team of volunteers. The project aims to enable those families who choose to breastfeed to access appropriate support regardless of age, ethnic origin, beliefs, sexual orientation, social status and employment status.

This post is funded until July 2025, with potential to extend pending funding decisions. Some evening working will be required in this role.

**Main duties**

The Peer Supporter will report to the BfN Service Manager and liaise with local BfN staff and volunteers. There will be a need for a high level of collaboration and partnership working with the volunteer coordinator, our public health colleagues at the council, the Start for Life team, the local NHS services and other third sector organisations linked to delivery of infant feeding peer support in the area.

The Peer Supporter will run weekly breastfeeding groups within the Telford and Wrekin region and virtual groups focused on early support and return to work, there may also be the opportunity to support the antenatal education classes and workshops. The role will be for 16 hours per week (reduced hours/job share would also be considered) and must include availability for the following group;

* Weekly at Newport, Wednesday 10-12

**Leadership and activities**

* Provide online/video support for breastfeeding mums, parents and families as required.
* Work closely with the Volunteer Coordinator to plan and deliver activity including promotional activity and drop in sessions within the Telford and Wrekin area, this could include baby groups, library sessions and health visitor lead clinics.
* Ensure appropriate referral and signposting of women with more complex breastfeeding issues.
* Encourage and support volunteers to join in with the group and develop their own skills, preparing them to lead the group once qualified.
* Participate effectively in meetings with line management.
* Communicate key practical breastfeeding messages in a clear, persuasive and empathetic manner.
* Develop partnerships by engaging and communicating with other organisations and community members, some of whom may have barriers to understanding health messages.
* Work with the local Volunteer Coordinator to order resources (promotional posters, leaflets, books, dolls, contact forms, books etc.) for support sessions as required.
* Assist with organisation of local events and other community activities as identified e.g. Study days, stalls, conferences etc.
* Work with the local Service Manager and Volunteer Coordinator to develop, manage and monitor social media platforms including Facebook, Instagram and Twitter to reach as wide an audience as possible and advertise the group sessions and peer support available locally.

**Analysis and data management**

* Gather and evaluate feedback from service users.
* Keep accurate and up to date records in line with BfN Information Governance policy and BfN Code of Conduct.
* Support the Volunteer Coordinator and Service Manager to prepare reports by submitting data in a timely fashion.
* Assess the effectiveness of the group using a range of qualitative and quantitative data from a variety of sources.
* Support the Volunteer Coordinator and Service Manager with producing data reports on project activity etc. as required for reporting purposes.

**Equality and Diversity**

* Ensure that staff and volunteers understand and implement the BfN Equality and Diversity Policy
* Ensure that staff and volunteers 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, especially for families from diverse backgrounds and where English is not their first language

**Health & 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 1974 and subsequent legislation.
* Take care of your own personal safety and that of others.

**Personal**

* Maintain registration with BfN with regular supervision, mandatory training and continuing professional development

*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 be requested.*

Person Specification: Peer Supporter Telford & Wrekin Start for Life

**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** |
| Registered as a Breastfeeding Helper or Supporter with The Breastfeeding Network (BfN) and have had at least minimum supervision required to retain registration from your named supervisor since qualification |  |  |
| Willing to participate in the next available Supporter Course (BfN Helper only) |  |  |
| Show evidence of continued professional development and ongoing learning |  |  |
| Educated to degree level or equivalent experience |  |  |

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| **Experience and Knowledge** | **Essential** | **Desirable** |
| Experience of supporting families face to face with breastfeeding |  |  |
| Experience of working as a volunteer with BfN offering breastfeeding support in a variety of settings |  |  |
| Experience of working with diverse ethnic and 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 |  |  |
| Experience of presenting to a group of people online or face to face |  |  |
| Experience of multi-agency partnership working |  |  |
| Knowledge of the Infant Feeding culture in Telford & Wrekin and the specific issues that affect families |  |  |

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| **Skills and Abilities** | **Essential** | **Desirable** |
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| Excellent active listening skills |  |  |
| Ability to work effectively with all colleagues, mothers, members of the community and Health Professionals |  |  |
| Excellent written and oral communication skills for a variety of audiences |  |  |
| Excellent interpersonal skills, including sensitivity to different perspectives, diplomacy and negotiating skills |  |  |
| Excellent organisational skills, including project management, prioritisation and time management skills |  |  |
| Experience of management of social media accounts such as Facebook, Instagram and Twitter |  |  |
| Experience of arranging and hosting virtual meetings via Zoom, Teams etc |  |  |
| IT skills (Word, Excel, Outlook, shared documents, video calling software – Zoom, Teams and Internet) |  |  |
| Ability to research evidence-based information |  |  |
| Ability to evaluate data and present stats in a written format |  |  |
| A space to work at home with reliable, secure internet access |  |  |
| ‘Can-do’ attitude and evidence of delivering results |  |  |
| Ability to travel frequently within the local area and perhaps further afield to attend seminars, conferences and training |  |  |