Job Description: Community Breastfeeding Peer Supporter

# Background of post

Funded by The National Lottery Improving Lives Fund, the Breastfeeding Network Ayrshire and Arran are delighted to continue delivering group and 1:1 peer support in North Ayrshire, supporting parents and families with young children in Irvine, Kilwinning, Saltcoats and Kilbirnie with parenting, infant feeding and mental health. Support will take the form of weekly peer support groups and activity sessions, one to one face to face and distanced peer support (via text, phone or video calls) and walking groups.

# Main duties

The Community Peer Supporter will report to the community peer support coordinator and liaise with people in the community, BfN staff, volunteers, health professionals and other community services. They will host weekly indoor and outdoor groups at various locations across North Ayrshire, offering peer support with infant feeding, early parenting and mental health and wellbeing support.

* Run a local Tea and Tots group based in North Ayrshire by attending the group each week and supporting families at the group as appropriate.
* Maintain and develop useful resources at the group and provide lunch/refreshments each week.
* Organise additional activities at the groups, such as messy play or story/singing time on a regular basis
* Seek feedback from parents on the type of activities they would like to see at the groups
* Invite other professionals to attend the group, related to target topics to cover and topics raised by parents as useful.
* Work with volunteers in North Ayrshire to encourage them to support local parents at the groups and 1:1 over the phone
* Keep accurate documentation on support given to parents.
* Develop partnerships by engaging and communicating with other organisations and community members, some of whom may have barriers to understanding health messages.
* Share information with parents about local family support and Early years Centre activities
* Refer mums/babies with medical problems to the associated Midwife or Health Visitor
* If not yet qualified as a Breastfeeding Supporter, then refer complex breastfeeding problems to the Peer Support Coordinator, a qualified Supporter or a Health Professional
* Undertake further training as required by the Coordinator or Service Manager, for example related to mental health, parenting skills, Bookbug, baby massage etc
* Attend local internal and external meetings as required
* Contribute to the monitoring and evaluation of the service as required
* Abide by all BfN policies and procedures, including helping prepare and abide by relevant risk assessments and following relevant health and safety guidance
* Participate in annual individual Performance Reviews
* Work as an effective team member with other Community Peer Supporters - both paid and voluntary, and take part in team meetings
* Assist with the organisation of special events to promote breastfeeding awareness e.g. National Breastfeeding Awareness week
* Provide absence and holiday cover for other Ayrshire Peer Supporters
* Assist with organisation of events and other community activities as identified e.g. Study days, stalls, conferences etc.
* Support with social media activity including advertising, private messaging and content development.

Person Specification:

**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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| Essential |
| * 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 or have completed recognised breastfeeding peer support training and be willing to transfer in to the Breastfeeding Network
* Experience of supporting mothers face to face with breastfeeding
* Knowledge of BfN, its ethos, policies and procedures
* An awareness and understanding of the importance of equity and inclusion
* Knowledge of the Infant Feeding culture in Scotland and the specific issues that affect families
* Ability to work effectively with colleagues, parents, members of the community and Health Professionals
* Ability to speak and write fluently in English
* Excellent active listening skills
* Excellent interpersonal skills, including sensitivity to different perspectives and negotiating skills
* IT skills (Word, Excel, email, office 365 and internet)
* Experience of data collection
* A space to work at home with reliable, secure internet access
* Access to a car and ability to travel within the local area and sometimes further afield to attend meetings and training
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| Desirable |
| * Breastfeeding Supporter Registration with the BfN or be currently in training to become a Breastfeeding Supporter, or be prepared to sign up to the next Breastfeeding Supporter training course.
* Show evidence of continued professional development and ongoing learning
* Experience of working in a health or community setting in paid or volunteer capacity
* Knowledge of how breastfeeding can help address inequalities
* Experience of working with families affected by domestic abuse and mental health issues Experience of multi-agency partnership working
* Experience of management of social media accounts such as Facebook, Instagram and Twitter
* ‘Can-do’ attitude and evidence of delivering results
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