Job Description: NBH @ Night Shift Leader

About the National Breastfeeding Helpline

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.

It offers support via the phone, webchat and social media message. The helpline is managed by the Breastfeeding Network (BfN) and operated in partnership with the Association of Breastfeeding Mothers (ABM).

In 2024, The Office for Health Inequalities and Disparities (OHID) asked BfN to deliver an exciting new pilot project to extend the hours of when women and families can access, often life-changing, support to 24 hours per day. As an NBH@ Night Shift Leader, you will help us to ensure many more women and families benefit from quality-assured support, and support colleagues on shift. The feedback below shows the difference this service already makes:

*“The nights are so overwhelming and the most challenging. Nothing is available usually at that time and to be able to spend well over an hour with calm, professional and compassionate support available I was able to make changes. It’s invaluable to mental health. I was very worried about my mental state before I called.” (Satisfaction survey respondent, NBH@Night, England)*

*“I was very stressed and worried at the time of contacting. It was super helpful to have that support available immediately and not have to wait until the morning. The expert I spoke to validated my feelings, made sure she understood my issues and made sure I felt everything was discussed/resolved before we moved on. This is such a brilliant and helpful service. The 24/7 availability is brilliant” (Satisfaction survey respondent, NBH@Night, England)*

Background of post

Following the successful launch and one year pilot of NBH@Night in 2024/25, as part of a service expansion we are recruiting Shift Leaders to support service users on the telephone and on social media alongside supporting other team members throughout the shift in 2025/26.

Alongside answering telephone calls and social media messages, shift leaders will have increased responsibility during 6.25 hour night shifts - supporting team members after difficult calls, with safeguarding concerns and with technical issues. Shifts are organised on a rota, and shift leaders should be available for at least 2 shifts per week, in keeping with BfN policies and the Working Time Directive. There is a requirement to work some weekends. Shifts are 21:25 to 03:40, or 03:30 to 09:45, every day of the year. Shift leaders will complete 6 daytime hours per month for supervision, training, line management and team meetings.

# Main duties and work tasks

* Be available and focused to answer telephone calls and social media messages throughout the duration of your night-time shifts
* Provide consistently high-quality, evidence-based, non-judgemental, breastfeeding support and information
* Signpost to appropriate, quality-assured resources, organisations and health professionals as required
* Engage as required in reflective supervision, training, continuous professional development and quality assurance processes
* Attend team meetings, 1:1s and appraisals with your line manager
* Complete timely record forms for each caller contact
* Follow safeguarding policy and procedure; act on safeguarding concerns or escalate as appropriate.
* Understand and achieve agreed performance targets
* Follow procedures to collect caller information and feedback as requested
* Post service announcements (such as service busy or system outtage) to relevant communication channels
* Support team members following significant safeguarding concerns including debriefing, completing safeguarding reports and reporting to safeguarding leads via email
* Where necessary, to aid and assist in contacting emergency services or to contact out of hours safeguarding services
* Report to NBH@Night manager on completion of each shift via email
* Support team members to resolve simple technological issues on shift
* Debrief and reassure team members following challenging calls as requested
* In the event of staff absence during a shift, to follow procedure to minimise disruption to service
* Follow all relevant BfN and NBH policies including but not limited to, The Code of Conduct, Conflict of Interest and Equality and Diversity policy

*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.*

*To ensure that all callers can expect a consistently high-quality standard of support, all Shift Leaders will be required to confirm that they have working arrangements in place to allow them to fully focus on working responsibilities for the duration of the shift.*

Person Specification:

What we are looking for

*Applicants should clearly state their relevant breastfeeding support qualifications and shift availability over the week within their application.*

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

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| **Essential** |
| * Up-to-date BfN Helpline Supporter or Supporter or ABM Breastfeeding Counsellor

**OR** Current up-to-date level 3 or equivalent peer support/ breastfeeding counsellor qualification with a recognised Breastfeeding training provider. This includes IBCLC, Midwives and Health Visitors **with additional breastfeeding training.** \**\*If supporter level training (equivalent) has been completed with an accredited breastfeeding support provider other than Breastfeeding Network or ABM, candidates will need to complete BfN ‘transferring in’ review and training before answering calls on the helpline** Experience of providing breastfeeding support in a paid or volunteering capacity
* Ability to stay calm when working in emotional and sensitive situations
* Track record of taking the lead in difficult situations and supporting others to reach effective solutions
* Willingness to undertake additional safeguarding and debriefing training
* Proven ability to manage boundaries between roles
* Experience of gathering information effectively and problem solving
* Experience of working with diverse ethnic and social groups
* Personal experience of breastfeeding for at least 8 weeks (which can include expressing and mixed feeding)
* Understanding and commitment to BfN’s code of conduct
* Understanding and experience of safeguarding policies and procedures for vulnerable adults and children
* Ability to speak and write in fluent English
* Ability to communicate effectively in a variety of ways (telephone, email, text, public speaking) with a wide range of people
* Ability to manage and organise workload work with colleagues to ensure good coverage on helpline throughout the night.
* Ability to work effectively as part of a virtual team
* Ability to work with people from different cultures sensitively
* Good listening skills with the ability to triage
* IT skills including Microsoft 365 programs
* Ability to keep accurate records
* Commitment to reflective practice and continuously improving the quality of the service to all families
* Ready, willing, able and committed to focus on provision of a consistently high-quality NBH service to women, parents and families at all times when working.
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| **Desirable** |
| * Experience of working with charities and volunteers
* Experience of working or volunteering on a helpline
* Experience of working in a shift lead role
* Experience of managing safeguarding concerns
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