Northumberland County Council

**JOB DESCRIPTION**

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| **Post Title:** Infant Feeding Coordinator | | **Director/Service/Sector:** Wellbeing & Community Health Group. Northumberland Family Hubs. | | **Office Use** |
| **Band:** 6 | | **Workplace:** Family Hub (TBC) | | **JE ref:** 4232  **HRMS ref:** |
| **Responsible to:** Early Help Locality Manager | | **Date:** October 2022 | **Manager Level:** N/A |
| **Job Purpose:**  Work in partnership with the Harrogate District Foundation Trust (HDFT)Infant Feeding leads to support managers and Family Hub Teams with infant feeding training, and procedures and guidance in line with UNICEF requirements, to enable better breastfeeding support for mothers and fathers, leading to improved breastfeeding rates across the whole of Northumberland.  By working in partnership, develop and submit the NCC UNICEF stage 3 baby friendly accreditation offer for Family Hubs and once achieved, maintain and embed accreditation. | | | | |
| **Resource** | Staff | Plan, deliver and evaluate training to NCC, HDFT and Northumbria staff. | | |
| Finance | | n/a | | |
| Physical | | To make data sets meaningful to all partners and staff teams. Evaluate, monitor and look to set KPI’s to see improvements. Feedback to Public Health Targets. | | |
| Clients | | Breastfeeding mothers and families of children from 0-5 years. | | |
| **Duties and key result areas:**   1. To work in partnership with the HDFT Infant Feeding Team to scope and research needs and provision across the whole geographically diverse area of Northumberland. 2. To plan, implement and delivery on a long-, medium- and short-term basis Infant feeding action plan, whilst working collaboratively with HDFT personnel on behalf of the Northumberland Family Hubs. 3. Training and development of practitioners both within Infant Feeding and across the Family Hub workforce. Aligning messages around infant feeding, perinatal mental health and safe sleeping. 4. Work in partnership with the HDFT Infant Feeding Team to expand the Peer Support Service to cover the whole county and reach out to fathers, other underrepresented groups and family networks. 5. To be able to communicate, advice, offer guidance and negotiate with various individuals, community groups, professionals and partners. 6. To be able to meet the demands of the job around supporting parents who maybe upset and exhausted around their infant feeding journey. Plus, to recognise possible post-natal depression early indicators. 7. To develop effective working relationships between Maternity Services (NHCT), and local partners to support joint interventions in areas with low breastfeeding rates. 8. To link with the HDFT Infant Feeding Team to support local and national breast-feeding initiatives and prevalence. 9. To lead on the coordination of Baby Friendly feeding practices and support availability within Northumberland's Family Hubs. 10. When required offer advice to individuals at a time of stress and sensitivity around infant feeding. 11. To be the named person within NCC Family Hubs for the UNICEF Baby Friendly initiative. Leading on the delivery of multi-agency staff training, policy implementation, monitoring and evaluation of provision. 12. To work closely with Infant Feeding Peer support coordinators to ensure local support for local families who wish to breastfeed their babies. To have a good working knowledge of breastfeeding and how best to support breastfeeding mothers and fathers. 13. Review our Infant feeding Policies and Procedures, UNICEF Action Plan and Locality service plans. Look to develop and embed changes and cascade these as required. 14. Work with the relevant agencies, and provide the evidence required, to secure any additional funding to support breastfeeding. 15. To be able to interrupt data sets into meaningful targets and key performance indicators for the Family Hubs and staff teams for each locality. 16. Provide the Family Hub leadership teams with regular updates and feedback. 17. To support the Senior Leadership Team with the implementation of Baby Friendly infant feeding practices and procedures. 18. To be able to manage their own workload. 19. To work collaboratively with Public Health colleagues to address other health objectives, which are associated with breastfeeding. 20. To undertake other duties and responsibilities as required, commensurate with the grade of the post.   **Other**  To undertake training as required, such as the UNICEF Baby friendly Initiative Qualified Leader (BFIqL)  The duties and responsibilities highlighted in this Job Description are indicative and may vary over time. Post holders are expected to undertake other duties and responsibilities relevant to the nature, level and extent of the post and the grade has been established on this basis. | | | | |
| **Work Arrangements** | | | | |
| Transport requirements: | | Able to travel between venues across Northumberland to deliver support, evaluate Servies, deliver training and attend meetings. | | |
| Working patterns: | | 37 hours per week between 9:00am and 5pm, Monday to Friday. Occasional evening and weekend working to cover needs of the service. | | |
| Working conditions: | | Base to be agreed as regular travelling across Northumberland to have presence in all Family Hubs. Occasional flexible working from home as required. | | |

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**PERSON SPECIFICATION**

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| **Post Title:**  Infant Feeding Coordinator | **Director/Service/Sector:**  Wellbeing and Community Health Group – Northumberland Family Hubs | **Ref**: 4232 | |
| **Essential** | **Desirable** | **Assess by** | |
| **Knowledge and Qualifications** | | | |
| * Level 3 Early Years Qualification: e.g., NNEB, B/TEC Diploma in Nursery Nursing, NVQ level 3 in Childcare and Education or equivalent. * A commitment to undertake further training. * A strong understanding of UNICEF baby friendly requirements. | * Level 4 or above Early Years or nursing qualification. * Qualified Peer supporter * UNICEF ‘5-day training for maternity and infant feeding leads’. * UNICEF Audit training | |  |
| **Experience** | | | |
| * Knowledge and/or experience of breastfeeding * Knowledge and/or experience of emotional / mental health issues commonly affecting new mothers and fathers. * Experience of working in community setting * Experience of working with breastfeeding mothers to support breastfeeding. * Experience of working in partnership with Midwives, Health visitors and Infant Feeding leads to provide advice and codelivery of support services for families * Experience of delivering breastfeeding training to volunteers and multi-disciplinary workers. * Experience of developing and implementing into practice, UNICEF Baby friendly policies and procedures. * Experience of working without direct supervision * Excellent oral, written and IT communication skills * Able to demonstrate a high level of enthusiasm and commitment | * Experience of UNICEF Baby Friendly accreditation and what it entails. * Experience of undertaking developmental work. | |  |
| **Skills and competencies** | | | |
| * Sound understanding of child development and needs of babies/young children. * Ability to communicate effectively with families, and multi-agency/disciplinary colleagues. * Ability to manage own workload and work under own initiative. * Knowledge of relevant policies, procedures and standards, with a knowledge and understanding of child protection issues. * Excellent interpersonal and communication skills (verbal, written & IT). * Ability to work with parents/carers and volunteers supportively and non-judgementally, positively encouraging their involvement. * Ability to record information accurately and appropriately. * Ability to work flexibly and creatively alone or as part of a team. * Willingness to undertake further training to support professional development. * Able to work in an anti-discriminatory way in accordance with Northumberland County Council principles. |  | |  |
| **Physical, mental and emotional demands** | | | |
| * Physically capable of discharging the requirements of the post * To organise, deliver and meet deadlines, while working in a position of operational and strategic roles. |  | |  |
| **Other** | | | |
| * Have a flexible approach to work. * A full Driving Licence and able to meet travel requirements of the post. * Able to work from alternative bases when required * Commitment to keep babies, children and young people safe. * Commitment to and ability to work in partnership with parents and across multi agency, multi-disciplinary teams. * Commitment to identify babies, children, young people and their family members who are suffering or likely to suffer significant harm and take appropriate action with the aim of making sure they are kept safe. * Commitment to all aspects of equal opportunities including commitment to anti-discriminatory practice. * Able to work outside normal working hours |  | |  |

Key to assessment methods; (a) application form, (i) interview, (r) references, (t) ability tests (q) personality questionnaire (g) assessed group work, (p) presentation, (o) others e.g. case studies/visits