

JOB DESCRIPTION

Job Title: Infant Feeding Supporter (Community) – 19.5 hrs per week

Salary: - £26,712,000 pro rata

Reports to: Community Specialist Infant Feeding Lead

Location / Base - Community settings across Lancashire including home working, Family Hubs, clinics, virtual platforms and home visiting.

Job Purpose

The post holder will work as part of the Community Infant Feeding Team to maintain UNICEF Baby Friendly accreditation and support the delivery of high-quality infant feeding services. The role contributes to improving infant feeding outcomes by providing early intervention, targeted and universal support to families — particularly during the crucial early postnatal period.

Under the supervision of the Community Specialist Infant Feeding Team, the post holder will deliver 1:1 and group-based infant feeding support in a variety of settings, and contribute to achieving and sustaining BFI Gold accreditation across Lancashire, and promote evidence-based infant feeding practices that reduce health inequalities. The post holder will role-model compassionate, inclusive and non-judgemental care, ensuring families feel supported, respected and empowered to make informed infant feeding decisions.

Base

The role is community-based and delivered across Lancashire in Family Hubs, community venues, clinics, homes and virtual platforms.

This Post is Responsible For

- Delivering high-quality community-based infant feeding support in line with UNICEF BFI standards.
- Supporting the development and use of evidence-based digital information resources.
- Supporting the Community Specialist Infant Feeding Team in maintaining BFI Gold accreditation.

Key Responsibilities

- As part of the Infant feeding team support Lancashire community services to maintain Gold BFI accreditation for community services.
- Promote, protect and support breastfeeding by providing evidence-based information and support on breastfeeding, responsive bottle feeding and relationship building, in line with best practice evidence, national guidance and local strategies.
- Work collaboratively with midwives, health visitors, Family Hub staff, local authority and voluntary partner organisations.
- Build therapeutic, trusting relationships with parents and carers, including those facing stress, vulnerability or social barriers.
- Prioritise and organise workload independently, while contributing positively to team working through effective communication, Information sharing, and supporting colleagues.
- Use observation and assessment skills to identify feeding issues and implement appropriate support strategies in line with Lancashire Infant feeding pathway, Including onward referral where appropriate.
- Have an awareness of wider support services and signpost families to relevant services to reduce inequalities.
- Support development and dissemination of digital infant feeding resources in collaboration with communications teams.
- Maintain accurate, timely and confidential records.
- Contribute to data collection, monitoring and audit.
- Participate in public health initiatives and wider infant feeding campaigns
- Maintain confidentiality and adhere to Trust policies.
- Engage in mandatory training, supervision and ongoing development.

Proposed Job Plan

The role will include a combination of:

- 1:1 infant feeding support sessions (in person and virtual)
- Community group facilitation (Family Hubs, clinics)
- Digital resource support and communication activities
- Record keeping, supervision and reflective practice
- Contribution to BFI accreditation activity and service development
- Participation in audit, training and public health campaigns.

Outline of Provisional Job Schedule

A typical week may include:

Community clinic / group sessions: 1–2 sessions per week

Home visits / family support: Scheduled across localities as needed

Virtual / telephone contacts: Early postnatal support and follow-up calls

Administrative time: Record keeping, data entry, reviewing guidance

Team meetings & supervision: Regular sessions with the Specialist Infant Feeding Team

Training & development: Participation in mandatory and specialist training

Service development tasks: Supporting BFI, audits, improvement projects

Timings may be adjusted depending on local demand, staffing and service priorities.

PERSON SPECIFICATION

Essential

Qualifications & Training

- Level 3 qualification (or equivalent experience) in health, care, early years, public health or related field
- Evidence of infant feeding / breastfeeding-related training
- Willingness to undertake further training including UNICEF BFI
- Recent experience supporting families with infant feeding and relationship building.
- Experience delivering 1:1 support or group sessions
- Experience working in a team or multi-agency environment

Knowledge

- Understanding of evidence-based infant feeding practice and relationship building In line with UNICEF BFI standards
- Awareness of safeguarding children and adults

Skills & Abilities

- Compassionate, sensitive communication skills
- Ability to role-model non-judgemental, person-centred care

- Ability to assess needs, prioritise workload and work independently
- Ability to maintain accurate electronic records
- Basic IT competence

Digital & Communication

- Ability to support families to access trusted digital infant feeding resources

Personal Attributes & Values

- Alignment with HCRG Care values
- Compassionate, approachable and respectful
- Organised, flexible and able to manage own workload
- Willingness to challenge practice and escalate concerns appropriately

Safeguarding & Compliance

- Willingness to undertake safeguarding, infection prevention and data protection training

Desirable

Qualifications & Training

- Infant Feeding qualification such as IBLCE or accredited breastfeeding training
- Training in health promotion or community engagement

Experience

- Experience in Family Hubs, maternity, health visiting or community services
- Experience supporting UNICEF BFI standards or accreditation
- Experience of supporting the knowledge and skills of colleagues.

Knowledge

- Knowledge of Start for Life priorities
- Awareness of local infant feeding strategies

Skills & Abilities

- Confidence delivering group sessions independently
- Experience contributing to service development, audit or quality improvement
- Ability to support online or digital content development

Digital & Communication

- Experience with social media, website or digital content creation

Personal Attributes

- Innovative and proactive in improving services
- Ability to travel independently across community locations
- Willingness to work flexibly to meet service needs

Our values

Our values are our moral compass and core to our DNA. They underpin the way we deliver our services and treat those who use our services.

To many organisations values are just words which don't translate into reality of the day to day but our values flow through everything that we do, they define who we are, what we stand for and set the expectations of our colleagues, communities, customers and partners. They have been defined by our colleagues and have been integral to our journey so far and will be integral to our future as well.

We have three values which help us stand out from the crowd, not just because there's only three, but because they are unique to who we are. We care, we think, and we do.

Care	Think	Do
<ul style="list-style-type: none">• Inspire• Understand• Communicate	<ul style="list-style-type: none">• Challenge• Improve• Learn	<ul style="list-style-type: none">• Accountability• Involve• Resilience

Confidentiality and Information Security

As our employee you will be required to uphold the confidentiality of all records held by the company, whether patients/service records or corporate information. This duty lasts indefinitely and will continue after you leave the company's employment.

All information which identifies living individuals in whatever form (paper/pictures, electronic data/images or voice) is covered by the 2018 Data Protection Act and should be managed in accordance with this legislation. This and all other information must be held in line with NHS national standards including the Records Management: NHS Code of Practice, NHS Constitution and HSCIC Code of Practice on Confidential Information and should only be accessed or disclosed lawfully. Monitoring of compliance will be undertaken by the Company. Failure to adhere to Information Governance policies and procedures may result in disciplinary action and, where applicable, criminal prosecution.

Information governance responsibilities

You are responsible for the following key aspects of Information Governance (not an exhaustive list):

- Completion of annual information governance training
- Reading applicable policies and procedures
- Understanding key responsibilities outlined in the Information Governance acceptable usage policies and procedures including NHS mandated encryption requirements
- Ensuring the security and confidentiality of all records and personal information assets
- Maintaining timely and accurate record keeping and where appropriate, in accordance with professional guidelines
- Only using email accounts authorised by us. These should be used in accordance with the Sending and Transferring Information Securely Procedures and Acceptable Use Policies.
- Reporting information governance incidents and near misses on CIRIS or to the appropriate person e.g. line manager, Head of Information Governance, Information Security Lead
- Adherence to the clear desk/screen policy
- Only using approved equipment for conducting business

Governance

Clinical governance is a framework through which organisations delivering health and care services are accountable to continuously improving the quality of their services and safeguarding high standards of care by creating an environment in which clinical and other forms of care flourishes. Employees must be aware that clinical governance places a duty on all staff to ensure that the level of care services they deliver to patients is safe and high quality, and that they follow/comply with our policies and procedures.

Registered Health Professional

All staff who are a member of a professional body must comply with standards of professional practice/conduct. It is the post holder's responsibility to ensure they are both familiar with and adhere to these requirements.

Risk Management/Health & Safety

The post holder has a responsibility to themselves and others in relation to managing risk, health and safety and will be required to work within the policies and procedures laid down by the company. Staff are required to observe the Hygiene Code and demonstrate good infection control and hand hygiene.

Employees must be aware of the responsibilities placed on them by the Health & Safety at Work Act (1974) to ensure that the agreed safety procedures are carried out to maintain a safe environment for other employees, patients and visitors. It is essential to observe strict fire and security precautions at all times.

All staff must report accidents, incidents and near misses so that the company can learn from them and improve safety.

Safeguarding Children and Vulnerable Adults Responsibility

We are committed to safeguarding and promoting the welfare of children and adults at risk of harm and expects all employees to share this commitment.

Medicines Management Responsibility

Nursing or registered healthcare professionals

Undertake all aspects of medicines management related activities in accordance within the company's medicines policies to ensure the safe, legal and appropriate use of medicines.

Skilled non-registered staff

Undertake all aspects of medicines management related activities in accordance with the company's medicines policy where appropriate training has been given and competencies have been achieved.

Policies and Procedures

All colleagues must comply with the Company Policies and Procedures which can be found on the company intranet.

General

We are committed to serving our community. We aim to make our services exemplary in both clinical and operational aspects. We will show leadership in identifying healthcare needs to which we can respond and in determining the most cost-effective way of doing so.

We recruit competent staff that we support in maintaining and extending their skills in accordance with the needs of the people we serve. We will recognise the commitment from our staff to meeting the needs of our patients.

The company recognises a “non-smoking” policy. Employees are not able to smoke anywhere within the premises or when outside on official business.

Equal Opportunities

It is the company’s intention to be an employer of choice and ensure that no job applicants or employees are unfairly disadvantaged on the grounds of gender, disability, race, ethnic origin, colour, age, sexual orientation, religion or belief, trade union membership or any other factors that are not relevant to their capability or potential. To this end, the company has an Equality and Diversity policy and it is the responsibility of each employee to contribute to its success.

Flexibility Statement

This job description is not exhaustive and may change as the post develops or changes to align with service needs. Any such changes will be discussed directly between the post holder and their line manager.

Employee signature

Manager signature
