**JOB DESCRIPTION TEMPLATE AND GUIDANCE NOTES FOR WRITING**

|  |  |
| --- | --- |
|  |  |
| **1. Job Title:** | Project Co-ordinator - Breastfeeding Support in the Community |
|  **Responsible to:** | Health Improvement Specialist: Maternal and Infant Nutrition |
|  **Department & Base:** | Department of Public Health: Joint Health Improvement Team 18.5hours per week Fixed-Term for (12 months) |
| **Date this JD written/updated:** | October 2024 - VC5614  |
| **2. JOB PURPOSE** The project co-ordinator will have responsibility for the development of supporting Breastfeeding support in the community. They will work with key agencies and partners such as, but not inclusively, with early learning/years settings to provide guidance, encouragement, advice, and to promote and support the application process, and achievement of the Breastfeeding Friendly Scotland Early Learning Scheme. The post holder will establish and embed an implementation process, including the maintenance of a local database; monitoring the progress of the number of early learning centres with designated champions, numbers of staff who have completed on-line training and establishments who have completed certification. |
| **3. ORGANISATIONAL POSITION**The post holder will report to the Health Improvement Specialist: Maternal and Infant Nutrition and will work as part of the Public Health team  |
| **4. SCOPE AND RANGE**. The role requires a person-centred friendly manner, and the ability to engage with a range of partners including families, health professionals and early year’s staff. Post holder will meet objectives and outcomes as set by Scottish Government funding and will:• Show progress towards a working target of 4 local authority early years establishments completing certification by end of fixed term contract• Work with key partners and early learning/years settings to promote, encourage and support participation into the scheme • Evaluate parent and child reaction to the Breasting friendly Scotland early learning scheme including evaluation of outcomes within areas of deprivation• Use evaluative approaches to understand the number of ELCs who have normalised breastfeeding through use of resources such as books, toys and games• Data collection and reporting to NHS Borders and Scottish Government |
| **5. MAIN DUTIES/RESPONSIBILITIES**To develop and maintain breastfeeding support in Borders and contribute to related activities aimed at promoting the uptake and continuation rates for breastfeeding in NHS Borders with a focus on populations of low uptake. * Work with key agencies and partners such as early learning/years settings to provide guidance, promote, encourage and support application onto the Breasting Friendly Scotland Early Learning Scheme
* Implement community - based approaches which are effective in supporting women to breastfeed with a particular focus on areas with lower breastfeeding initiation rates
* Set up and embed implementation processes, including maintenance of a local database; tracking uptake and progress of the number of early learning centres with designated champions, numbers of staff who have completed on-line training and establishments who have completed certification
* Demonstrate progress towards a working target of 4 local authority early years establishments completing certification by the end of the posts fixed term
* Completing applications to secure place of Breastfeeding Friendly Scheme and being the link between the setting participating and the scheme
* To contribute to the planning, development and delivery of breastfeeding activities in line with NHS Borders Breast Feeding strategy to raise awareness and support for breastfeeding and build motivation
* Act as an advocate for breastfeeding friendly spaces in the Borders providing breastfeeding information and advice as necessary to promote breastfeeding as the optimal infant feeding choice across Borders
* Evaluate parent and child reaction to the Breasting Friendly Scotland early learning scheme including evaluation of outcomes within areas of deprivation
* Use evaluative approaches to understand the number of ELCs who have normalised breastfeeding through use of resources such as books, toys and games
* Share ongoing learning in context of engagement pathways, types of support provided, and the difference this is making
* Use monitoring and evaluation to propose improvements to the service, as relevant
* Regular communication and liaison with EYC and other key partners
* Establish effective relationships with key partners including NHS Borders, SBC, Early years settings, & the public
* Respond to reactive requests for support/advice e.g. early year settings
* Manage delegated petty cash budgets and other resources allocated
* Participate in relevant meetings and forums
* To develop specific resources for the project if required
* Develop role by using evidence based practice to continually improve own knowledge and skills
* To keep up to date with public health policy and with the evidence for breastfeeding
* Responsible for organisation and delivery of own workload within defined parameters and objectives of the project
* The development and maintenance of project plans, files, record and reports
* Develop and maintain effective records of activity including data collection for monitoring purposes and provide regular reports on the project’s progress/activity to management and other key partners
 |
| **6. SYSTEMS AND EQUIPMENT** The following systems and equipment will be used:Systems: * Internet, NHS Intranet, e-mail and telephone system.

Equipment: * IT – PC, laptop and printer, various software packages and web-based applications, photocopier, fax machine (to produce all necessary materials to support role – e.g. training materials, reports, PowerPoint presentations)
* Audio-visual – OHP, screen, PowerPoint projector, flipchart stands (to support role if required)

Software:* Regular use and working knowledge of Microsoft Office package/applications: Outlook, Word, Excel and PowerPoint and Project (desirable).
* Knowledge of Publisher and Adobe Acrobat desirable
* Intranet/Internet – communication, research evidence, information gathering
* Maintain and manage a database

Other: Attend regular supervision with line manager. Follow departmental procedures re annual leave, sickness and other absence and procurement. |
| **7. DECISIONS AND JUDGEMENTS**The post holder will be required to exercise excellent decision making in relation to recruitment, management and partnership working. This decision making will need to be informed by a good understanding of how NHS Borders and partners operates and best practice guidance. The post holder will be expected to work on their own initiative and exercise judgement as to when they need to seek advice and support. The post holder will receive monthly support and supervision from the Health Improvement Specialist. The post holder will recognise own development needs and identify in conjunction with line manager how these can be met.They will be responsible for day-to-day organisation, promotion, recruitment and management of participants of the Breasting Friendly Scotland early learning scheme. The post requires autonomous working. The post holder will need to be able to identify and liaise with key partners on a regular basis and act as an advocate for breastfeeding friendly spaces in the Borders providing breastfeeding information and advice as necessary to promote breastfeeding as the optimal infant feeding choice across Borders. The post holder will develop and maintain data collection and effective records of activity for monitoring, evaluation purposes and report writing. |
| **8. COMMUNICATIONS AND RELATIONSHIPS**Managing relationships and communication skills will be the most challenging part of the job. The post holder will be expected to communicate complex and often sensitive information. Breastfeeding is a sensitive and emotive issue for many and the postholder will be expected to communicate effectively, appropriately and knowledgably about this.The post holder is required to establish and maintain effective influencing skills and to build and maintain good relationships across a range of disciplines and partners within the NHS and wider multidisciplinary networks, in particular to maintain strong links with early learning setting, mothers and families**.** |
| **9. PHYSICAL DEMANDS OF THE JOB*** Use of a computer on a daily basis.
* Ability to concentrate for extended periods of time.
* Access to transport and a willingness to travel across the Borders as required
* Moving and handling of resources including display boards and equipment to a range of sites throughout the Borders in line with moving and handling regulations
 |
| **10. MOST CHALLENGING/DIFFICULT PARTS OF THE JOB**The most challenging part of this post will be managing relationships and the expectations of key partners and staff. This will require excellent communication skills and the ability to deal with misunderstandings and conflict in a constructive and person-centred way. Attention to detail and the ability to follow due process in a consistent and timely manner are also required.  Partnership working:* working with a diverse and broad range of partners
* maintaining partners’ focus on balancing national health improvement priorities with local needs
* working with competing priorities and with limited time and resources, requiring skilled development of effective partnerships and maximising best value
* tactful negotiation with partners when dealing with potentially sensitive issues
* working with hard to reach populations in order to reduce health inequalities
 |
| **11. KNOWLEDGE, TRAINING AND EXPERIENCE REQUIRED TO DO THE JOB** **Essential** 1. Degree or equivalent in relevant health discipline
2. Knowledge of infant feeding policy/strategy and national and local levels
3. Knowledge of the Breastfeeding Friendly Scotland Early Learning Scheme
4. Recognised training in breastfeeding management (or willingness to undertake training)
5. Understanding of Health Improvement
6. Experience of working in partnership
7. Experience of being involved in breastfeeding support
8. Experience of managing people
9. Excellent communications skills, both written and oral
10. Excellent ICT skills including Microsoft Office
11. Organisational and time-management skills
12. An empathetic communication style
13. Negotiating and problem solving skills
14. The ability to work autonomously and collaboratively
15. A commitment to the principles of Equality and Diversity
16. Driving licence with ability to travel to cover duties throughout a wide geographical area

**Desirable**1. Training, group work and facilitation skills
2. Marketing and communications experience
3. Evaluation skills
4. Experience of project management
 |
| **12. JOB DESCRIPTION AGREEMENT** A separate job description will need to be signed off by each jobholder to whom the job description applies.  **Job Holder’s Signature: Date:****Head of Department Signature: Date:**  |
|  |

This job description is not definitive and may be subject to

future amendments following negotiation and consultation.