

Job Description



Job Title: Specialist Baby Feeding Supporter (0.6 FTE Maternity Cover 21.6 hours per week) Fixed Term Contract to 21 September 2027	Service Area: Children’s Health 0-19 Service / Family Hubs	
Directorate: CYPS	Post Number: 10026092	Evaluation Number: 7060
Grade: SO1	Date last updated: August 2026	

People at the heart of everything we do
We are committed to putting people – Newham residents and Council staff – at the heart of all we do. Our approach is a collaborative joint enterprise between residents, the Mayor, Members, Council staff and the Corporate Management Team.

Equality and diversity
We are committed to and champion equality and diversity in all aspects of employment with the London Borough of Newham. All employees are expected to understand and promote our Equality and Diversity policy in the course of their work.

Protecting our staff and services
Adherence to health and safety requirements and proper risk management is required from all employees in so far as is relevant to their role. All employees are expected to understand and promote good health and safety practices and manage risks appropriately.

Corporate parent
We believe that every member of staff working for Newham Council should understand and fulfil our corporate parenting responsibilities for our looked after children that we have under the Children and Social Work Act 2017.

Overall Purpose of Job

The London Borough of Newham (LBN) has been identified as one of the 75 local authorities chosen to trial a new-style family support centre – known as a “Family Hub”. They will be created in Newham through a £4 million Family Hubs & Start for Life grant fund successfully secured by the Council from Central Government. The “Family Hub” concept is an approach that ensures services and professionals work better together to provide families easier access to services in their local community. It will include, for example, health services (antenatal, maternity, health visitor, school nurses), early years and childcare, education, parenting support, safety and relationship support.

The Specialist Baby Feeding Supporter will contribute to fulfilling the minimum requirements of the Family Hubs Programme. At its core, this includes providing support and guidance to parents in Newham to help improve breastfeeding initiation, exclusivity, duration and support families with their wider infant feeding goals. The post holder will be expected to incorporate the Baby Friendly standards in all aspects of his/her role.

The Health Visiting Service contributes to the London Borough of Newham (LBN) key priorities set out in the corporate plan for children, young people and families and in accordance United Nations (UN) Convention on the Rights of the Child¹.

The post holder will be a member, of the Health Visiting Service, working within the Newham Infant Feeding Team. They will contribute to the provision of infant feeding support as a part of delivery of the Healthy Child Programme (HCP) 2023, NHS Long Term Plan (2019, updated 2023), National Family Hubs priorities, and LBN Public Health priorities (50 Steps)

Newham Best Start Family Hubs, Children's Centres and Children's Health 0-19 Service jointly achieved Stage 3 (Full) UNICEF Baby Friendly Initiative (BFI) Accreditation in May 2026. Together we are working to maintain Baby Friendly accreditation at Re-assessment in 2028, aiming to apply for Gold Accreditation in 2029.

The post holder will be expected to incorporate the Baby Friendly standards in all aspects of his/her role.

The post holder will undertake duties as delegated by the Infant Feeding Coordinator and Integrated Team Manager, providing support and information to parents in Newham around infant feeding, to complement the core infant feeding support offered by the Health Visiting Service.

The post holder will work as part of the LBN public health nursing team, liaising and working with statutory and voluntary agencies to promote the health and wellbeing of the local population as delegated.

Using a client-centred, counselling skills approach, the post holder will support parents to find solutions to common infant feeding issues and concerns enabling more mothers to reach their breastfeeding goals; support parents who use formula to do so as safely as possible; to support parents to introduce healthy, family foods at around 6 months; support healthy weight for baby, mother and family, support maternal and infant mental health and well-being, including supporting, parents to develop reciprocal, close and loving relationships with their babies.

The post holder will be required to undertake the key functions of the role in a timely manner including liaison with Health Visiting and CHIS staff to share confidential, patient identifiable clinical data and information on a daily basis to facilitate clinical service delivery to local children and families living in Newham. They will also be expected to collaborate with other parts of Newham's infant feeding system, such as with Maternity Services, commissioned services and voluntary organisations.

The post holder must follow LBN Safeguarding and Data Protection procedures.

The post holder will report to the Infant Feeding Coordinator.

The post holder must attend mandatory training as applicable to the role.

¹ United Nations Convention on the Rights of the Child (1990)

The post holder has no budget responsibility

The post holder has no line management responsibilities

The post holder will be required to adhere to the dress code of smart but casual.

Job Summary

The Specialist Baby Feeding Supporter will:

Deliver education, information and support within antenatal and postnatal workshops; in person at Newham Baby Feeding Cafes and other community events.

Provide support to clients using a range of communication methods including video calls, phone calls, text messages and emails

Promote breastfeeding to pregnant women, their families and the wider community in Newham and to provide information and support to enable women to breastfeed their babies for as long as they wish. Where exclusive breastfeeding is not possible, to support parents to make informed decisions around safe and responsive bottle feeding. Supporting all parents to develop close and loving relationships with their babies.

Support the Infant Feeding Co-ordinator with audit as part of UNICEF Baby Friendly Initiative accreditation.

Use a person-centred, non-judgemental approach, supporting all parents to feed their babies as safely as possible including breastfeeding, bottle feeding and introducing solid foods.

Draw on in depth knowledge of lactation to support mothers to with complex multi-factorial infant feeding challenges including physical, psychological and social barriers, enabling women to reach their own infant feeding goals; supporting increased initiation, prevalence and satisfaction of breastfeeding in Newham.

Work collaboratively with health visitors in the co-ordination of care-plans including where appropriate assessing and referring to GPs, tongue tie service, Speech and Language Therapies (SALT), dieticians and other specialist services.

Arrange loan of breastfeeding equipment when required as part of a feeding plan, teaching mothers how to use equipment safely.

Support maternal and infant mental health and well-being, including referral and signposting as appropriate.

Record activity and data at end of each shift to support information sharing with health visiting, Public Health and Family Hubs colleagues.

Maintain mandatory training and supervision.

Key Tasks and Accountabilities:

- Model London Borough of Newham's HEART values.
- Work collaboratively with other members of Newham Infant Feeding Team under the direction of the Senior Specialist Baby Feeding Supporter and the Infant Feeding Co-

ordinator to cover the rota for the Baby Feeding Helpline, workshops and other events across the week (7 days).

- Work collaboratively with external infant feeding partners such as Maternity Services and community based commissioned services as well as the wider Family Hubs Network.
- Deliver culturally sensitive, co-produced group sessions to enhance complementary feeding practices in diverse local populations.
- Respond in a timely manner to parents' phone calls, voicemails, text messages and emails, offering return video or phone call, platform as preferred by the client, (i.e. What's App,)
- Support parents with infant feeding questions and concerns; providing support and evidence based information.
- Signpost parents to appropriate partner services and follow up where necessary.
- Maintain excellent listening and communication skills using a strengths based approach, supporting parent's own learning and self-efficacy.
- Provide follow up with reliable, evidence based resources.
- Liaise with Senior Baby Feeding Specialist, Infant Feeding Co-ordinator and Health Visiting teams where there are concerns outside of remit of the role. Communicating effectively and professionally with all members of the multidisciplinary team and with outside agencies involved in provision or planning of care.
- Document support provided on electronic healthcare records (RiO).
- Demonstrate awareness of the needs of clients/families from diverse ethnic/family groups.
- Maintain knowledge and understanding of trust guidelines and policies appropriate to the role and demonstrate evidence-based practice based on these and UNICEF Baby Friendly Initiative.
- Attend and take an active part in team meetings.
- Participate in individual performance reviews.
- Identify and pursue own educational and professional development including mandatory training.
- Follow all LBN Safeguarding and Data Protection policies and procedures.
- Attend monthly 1:1/ supervision with Infant Feeding Co-ordinator

Personal Specification



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IMPORTANT INFORMATION FOR APPLICANTS

The criteria listed in this Person Specification are all essential to the job. Where the Method of Assessment is stated to be the Application Form, your application needs to demonstrate clearly and concisely how you meet each of the criteria, even if other methods of assessment are also shown. If you do not address these criteria fully, or if we do not consider that you meet them, you will not be shortlisted. Please give specific examples wherever possible.

EQUALITY AND DIVERSITY

We are committed to and champion equality and diversity in all aspects of employment with the London Borough of Newham. All employees are expected to understand and promote our Equality and Diversity Policy in the course of their work.

PROTECTING OUR STAFF AND SERVICES

Adherence to Health and Safety requirements and proper risk management is required from all employees in so far as is relevant to their role. All employees are expected to understand and promote good Health and Safety practices and manage risks appropriately.

CRITERIA- Essential	Desirable	METHOD OF ASSESSMENT
KNOWLEDGE: In depth knowledge of lactation, the value of breastfeeding, and common issues including awareness of how to support mothers to establish and maintain breastfeeding	Knowledge of culturally sensitive approaches to supporting optimal infant feeding.	Application and Interview

When exclusive breastfeeding isn't possible, knowing how to support parents to use formula milks safely, and bottle feed responsively. Understanding of how to support parents to introduce solid foods appropriately to protect healthy weight. Ability to recognise issues with maternal mental health, and respond appropriately: provide listening support / signpost / refer appropriately.		Application and Interview Application and Interview Application and Interview
EDUCATION/QUALIFICATIONS International Board Certified Lactation Consultant (IBCLC), Breastfeeding Counsellor or equivalent, or working towards, with supervision or reflective support up to date. Computer skills – Word; PowerPoint; Excel; Teams; Outlook; Zoom; What's App video.	Teaching experience Perinatal Mental Health Peer Supporter	Application and Interview Application and Interview Application and Interview
SKILLS AND ABILITIES: Excellent communication skills, professional, emotionally intelligent and able to communicate effectively in diverse situations. Client centred, able to signpost and encourage clients to develop own support network i.e. sharing details of children's centres and VCS Accurate reporting skills: timely, accurate recording of activity on electronic healthcare records. Positive, enthusiastic and collaborative team work approach to improve the Service.	Experience supporting via phone / virtual and in person Baby Friendly Initiative mothers' audit Knowledge of culturally sensitive approaches to supporting optimal infant feeding.	Application and Interview Application and interview Application and interview Application and Interview

EXPERIENCE: Minimum 1 years' experience supporting infant feeding including in person, virtually, facilitating groups and delivering parent education.	Experience of delivering community based projects	Application and Interview
PERSONAL STYLE AND BEHAVIOUR: Warm, compassionate and non-judgemental. Efficient and friendly team player Well – presented. Self – motivated and able to work autonomously.		Interview Interview Interview Interview
OTHER SPECIAL REQUIREMENTS; Monday – Sunday 9am – 8.00pm 21.6 hours per week, shifts across the week including some weekend and evening work This post is subject to an enhanced DBS check.		Application Form/Interview Satisfactory clearance at conditional offer stage