

## **JOB DESCRIPTION**

<b>Job Title:</b>	<b>Infant Feeding Coordinator Midwife</b>
<b>Division/Department:</b>	<b>Women's Services</b>
<b>Responsible to:</b>	<b>Matron</b>
<b>Accountable to:</b>	<b>Head of Midwifery &amp; Gynaecology</b>
<b>Band:</b>	<b>7</b>
<b>Hours:</b>	<b>Full time</b>
<b>Location:</b>	<b>LNWUHT</b> In order to meet the needs of the Trust's services you may be required from time to time to work at different locations to your normal place of work.

### **Organisational Values**

All staff employed by the Trust are expected to embody our 'HEART' values throughout their employment. The values describe how we interact with each other and our patients and underpin everything we do and say to achieve our vision:

**H**onesty - open and honest in everything we do

**E**quity – we value all people equally and treat them fairly whilst recognizing their individuality

**A**ccountability – we will provide excellent care and ensure the safety and wellbeing of all patients

**R**espect – we treat everybody the way we would like to be treated

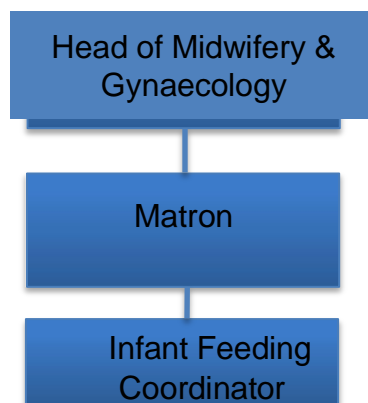
**T**eamwork – we work together to make improvements, delivering consistent, high quality, safe care.

## **JOB SUMMARY**

The post holder will utilise well developed leadership skills and specialist infant feeding knowledge to:

1. Promote and protect breastfeeding in line with the LNWUH infant feeding policy and related guidelines.
2. To lead, develop and manage the Infant feeding Strategy for maintaining LNWUH Baby Friendly full accreditation.
3. Provide clinical expertise to staff, parents and health partners in order to support families with infant feeding by following the UNICEF BFI standards.
4. To work collaboratively with Community, Health visiting services and LNWUH Trust to ensure universal and specialist infant feeding support is accessible to families in line with UNICEF Baby Friendly Guidelines.
5. To work one clinical shift per week.

## **STRUCTURE**



## **KEY RESPONSIBILITIES**

- To act as an effective role model and demonstrate effective evidence based care in relation to Infant Feeding and Relationship building
- Provide proactive and effective Leadership
- Expert Practitioner
- Work in partnership with women and their families
- Work collaboratively as a member of the Multidisciplinary team

## **KEY RESPONSIBILITIES OF THE POST**

### **CLINICAL RESPONSIBILITY**

- Provide specialist knowledge and clinical guidance related to maternal and infant nutrition to ensure positive outcomes and safety.
- Support staff and embed the development of Baby Friendly UNICEF standards across Maternity and Neonatal Unit.
- Be an autonomous practitioner providing clinical leadership and direct clinical care to families who have significant infant feeding challenges or requirements.
- Utilise critical thinking to explore and analyse evidence enabling a high level of judgement and decision making.
- Maintain an up to date knowledge base related to Maternal & infant Nutrition and professional practice ensuring professional competence and credibility.
- Work with a range of multidisciplinary professionals to reduce the incidence and severity of breastfeeding problems and resolve infant feeding challenges.
- Signpost for specialist information/ support for vulnerable families.
- Through direct specialist care and influencing/leadership skills with other practitioners, empower women to make informed decisions about their care and be responsive to the care of their babies.
- Utilise highly developed communication skills which includes receiving and delivering complex and emotive information which may challenge practice.
- Highly effective communication skills to maintain communications between acute midwifery services, Neonatal unit, Jack's Place, (Pediatrics ward) Community and Public Health commissioners in relation to breastfeeding and infant feeding. This will require persuasive and negotiation skills.
- Support the review and potential implementation of NICE guidance, and other relevant policy directives.
- Knowledge of clinical governance and Risk management strategy.
- To represent LNWUH at local, regional and national breastfeeding and infant feeding forums.
- To promote breastfeeding, provide adequate information in a sensitive manner and support to mothers from minority ethnic groups, to increase reach of breastfeeding support services and groups to these communities.

## LEADERSHIP AND MANAGERIAL

- Lead strategically and operationally on the UNICEF BFI initiative.
- To work with key stakeholders to formulate policies, guidelines and protocols in respect of UNICEF guidelines and implement evidence-based practice changes.
- To ensure that all staff are in a position to influence the decision to breastfeed, understand the benefits of breastfeeding and how to support mothers to maximise breastmilk.
- Provide leadership and support for midwives, support staff in the unit if required.
- Provide mentorship, day to day management and supervision of the team, acting on behalf of the midwife matron in his/her absence.
- Maintain specialist breastfeeding and infant feeding knowledge by taking part in continuing professional and personal development through an agreed personal development plan.
- Professional accountability for the actions of any member of staff undertaking work on the post holder's behalf including overseeing completion of tasks.
- To take an innovative approach to practice in response to a changing service.
- Undertake all activities in relation to sickness absence within the team.
- Ensure appropriate cover for service delivery within the team.
- Delegate work to others in consultation with other Band 7's when necessary.
- Contribute to managing flow throughout the service and escalating as appropriate.
- Ensure team are up to date with all aspects of training.
- Participate in the Governance agenda as required i.e. investigations and risk assessments.
- Contribute to the design of job specifications, job descriptions and advertisements, being involved in recruitment and selection of junior staff.
- To identify gaps in service provision as they occur and take the necessary steps to remedy this. This may require the development of individual and or specialized programs or packages of care in order to address children's /families/ client group needs.

## **PROFESSIONAL AND SERVICE DEVELOPMENT**

- Support the matron in assessing and developing the infant feeding specialty within the maternity service.
- Monitor agreed outcomes for local and national quality standards i.e. Performance management targets, CQC.
- To assist in the development of related services to include user involvement.
- Take responsibility for ensuring accurate record keeping in all areas of practice.
- Undertake regular audits of clinical data and service delivery associated with Infant feeding support services i.e. breastfeeding, supplementation audits.
- Monitor trends, provide regular updates and present audit findings to the management team and at other appropriate multidisciplinary meetings.
- To coordinate the collection and analysis of data associated with national, regional and local breastfeeding targets and provide reports and documents that both present and explain this information

## **EDUCATION AND TRAINING**

- Be fully aware of and disseminate all local relevant guidelines and policies.
- Ensure effective communication between all staff disciplines and external agencies.
- Awareness of safeguarding and actions to take to escalate.
- Provide Infant feeding training throughout the service for all staff (relevant to their role) that come into contact with new parents to empower meaningful conversations and care plans.
- To nurture the development of colleagues when identifying learning needs through verbal, written, audit or datix.
- To ensure that all relevant healthcare staff have the skills to support women to make informed decision about feeding their babies.
- Appraise evidence and good practice to assess LNWUH effectiveness and advise on dissemination and implementation where necessary.
- Establish and facilitate support programmes of learning for students.

## **RESPONSIBILITY FOR RESEARCH & DEVELOPMENT**

- Keep up to date with developments in line with the latest research relating to area of practice.
- Able to create and promote a supportive learning environment that embraces a culture of evidence and research-based practice
- Demonstrate the ability to critically evaluate current research, apply to practice and disseminate findings at a local level
- Regularly undertake research, complex audit and development projects to facilitate service development in specialist area
- Influence and participate in development of policies, protocols, care pathways and guidelines based on evidence-based research
- Disseminate research and clinical excellence by publishing and presenting innovations, audit and research locally and nationally in accessible formats for clinicians and service users
- Maintain research data collection systems in compliance with appropriate data governance and 'Good Clinical Practice' (GCP) guidance (the international ethical, scientific and practical standard to which all clinical research is conducted)

## **ADDITIONAL RESPONSIBILITIES**

### **INFORMATION GOVERNANCE**

All NHS workers must abide at all times by the Confidentiality: NHS Code of Practice document issued by the Department of Health, and follow the relevant confidentiality and privacy policies specifically adopted by the Trust. Information relating to patients, employees and business of the Trust must be treated in the strictest confidence and under no circumstances should such information be discussed with any unauthorised person(s) or organisations. All information collected, stored and used must be done so in compliance with the Data Protection Act, the Freedom of Information Act (2000) and all relevant Trust Policy. Breaches of confidentiality or information governance protocol may lead to disciplinary action.

### **INFORMATION SECURITY**

All staff must adhere to the requirements of the Trust's Information Security Policy, which covers the deployment and use of all of the Trust's electronic information systems (i.e. all computers, peripheral equipment, software and data). In serious cases, failure to comply with the Policy may result in disciplinary action and could also result in a criminal offence.

### **HEALTH AND SAFETY AT WORK Act (1974)**

You are required to take reasonable care for your health, safety and welfare and that of other people who may be affected by your actions or omissions. These responsibilities apply at all times whilst you are at work or on duty and apply to all Trust premises and also whilst working in the community or on any other Trust business.

### **EQUAL OPPORTUNITIES AND EQUALITIES LEGISLATION**

It is the policy of London North West Healthcare NHS Trust that no user of service, present or future employee or job applicant receives less favourable treatment on the grounds of their sex, perceived or actual sexual orientation, marital status, race, religion or belief, age, creed, colour, nationality, national origin, ethnic origin, or disability, or on the grounds of their association with someone in one of these groups; nor is disadvantaged by any conditions or requirements which cannot be shown to be justified.

## **PATIENT & PUBLIC INVOLVEMENT**

Section 11 of the Health & Social Care Act 2001, places a duty on NHS organisations to involve and consult patients, the public and other stakeholders in the planning and ongoing development of services. It is the responsibility of each member of staff, clinical and non-clinical to appropriately involve and consult patients, the public and other stakeholders.

## **RISK MANAGEMENT**

You are required to contribute to the control of risk and use the incident reporting system to alert the Trust of incidents or near misses that may compromise the quality of services.

## **CORPORATE / CLINICAL GOVERNANCE**

It is the duty of every employee to fulfil their individual clinical governance responsibilities and their expected contribution to ensuring that the Trust complies with benchmarked standards for quality of clinical care.

## **INFECTION CONTROL AND HOSPITAL-ACQUIRED INFECTION**

Infection Control is everyone's responsibility. All staff, both clinical and non-clinical, are required to adhere to the Trust's Infection Prevention and Control Policies and make every effort to maintain high standards to infection control at all times thereby reducing the burden of Healthcare Associated Infections including MRSA. In particular all staff has the following key responsibilities:

- Staff must wash their hands or use alcohol hand rub on entry to or exit from all clinical areas and between each patient contact.
- Staff members have a duty to attend infection control training provided for them by the Trust.
- Staff members who develop an infection that may be transmissible to patients have a duty to contact Occupational Health.

## **SAFEGUARDING CHILDREN AND VULNERABLE ADULTS**

We all have a personal and a professional responsibility within the Trust to identify and report abuse. The abuse may be known, suspected, witnessed or be limited to raised concerns. Early recognition is vital to ensuring the patient is safeguarded and any other people (children and vulnerable adults) who may be at risk. The Trust's procedures must be implemented, working in partnership with the relevant authorities. The sharing of information no matter how small is of prime importance in safeguarding children, young people and vulnerable adults. As an employee of the Trust you have a responsibility to ensure that:

- a) You are familiar with and adhere to the Trust's procedures and guidelines for safeguarding children and vulnerable adults
- b) You attend safeguarding awareness training and undertake any additional training in relation to safeguarding relevant to your role.

## **STAFF COMMITMENT TO PATIENT CARE**

You are expected to ensure that patients' needs, experience and safety come first and to treat patients, carers, visitors, and colleagues with dignity and respect.

## **HEALTH RECORDS**

Clinical staff must keep accurate and clear information which is essential for the proper care of patients. Clinical and non-clinical staff who handle or use, case notes are individually responsible for the confidentiality, tracking, filing and good order of the case note at all times as outlined in the Medical Records Policy and the Information Lifecycle Management Policy. For further information refer to; Department of Health website-*Records Management*; *NHS Code of Practice- 2006*

## **NHS CONSTITUTION AND CODE OF CONDUCT FOR MANAGERS**

Staff are required to act in accordance with the legal duties and expectations relating to their responsibilities to the public, their patients and colleagues set out in section 3b of the NHS Constitution and pages 98-109 of the Handbook to the NHS Constitution. For Managerial staff, including anyone with supervisory responsibility, the core standards of conduct set out in the NHS Code of Conduct for NHS Managers (2002) or any subsequent amendments.

**This list is only an indication of the main tasks required to be performed. It is not an exhaustive list of duties and responsibilities and may be subject to amendments to take account of changing circumstances.**

**The Trust reserves the right that you may be required to undertake such other duties and/or hours of work as may reasonably be required of you commensurate with your grade at your normal place of work or from another location within the Trust.**



## PERSON SPECIFICATION

**Job Title: Infant Feeding Coordinator**

**Division/department: Women's Services**

REQUIREMENT	ESSENTIAL	DESIRABLE
<b>Education/ Qualifications</b>	<ol style="list-style-type: none"> <li>1. Registered Midwife</li> <li>2. Evidence of continuing professional development</li> </ol>	<ul style="list-style-type: none"> <li>• Leadership course</li> <li>• UNICEF BFI Courses</li> <li>• Masters level or equivalent.</li> <li>• Car driver</li> </ul>
<b>Knowledge &amp; Experience</b>	<ol style="list-style-type: none"> <li>1. 36 months rotational midwifery experience</li> <li>2. UNICEF UK Baby Friendly Initiative standards, their implementation and maintenance</li> <li>3. I.T. skills that allow for data collection and analysis, reporting and presentations</li> <li>4. Act as mentor/assessor</li> <li>5. Knowledge of safeguarding</li> </ol>	<ul style="list-style-type: none"> <li>• MSSP/997/998</li> <li>• Experience of taking charge</li> <li>• Experience of audit</li> <li>• QI</li> </ul>
<b>Skills, Abilities and Attributes</b>	<ol style="list-style-type: none"> <li>1. Teaching skills</li> <li>2. Facilitation and presentation skills (online and face to face)</li> <li>3. High standards of clinical performance</li> <li>4. Ability to manage</li> <li>5. Leadership and motivational skills</li> <li>6. Interest in taking infant feeding practice forward</li> <li>7. Implementation of policies, procedures and standards</li> <li>8. Adaptable, flexible and non-judgmental</li> <li>9. Work effectively with Multidisciplinary team</li> <li>10. Reliable</li> <li>11. Able to work well in stressful situations</li> </ol>	<ul style="list-style-type: none"> <li>• People Management</li> <li>• Demonstrate leadership potential</li> <li>• Personal motivation and enthusiasm for development of Infant feeding policies and procedures</li> </ul>
<b>HEART Values</b>	Demonstrate commitment to Trust HEART values – Honesty, Equality, Accountability, Respect, and Teamwork.	

**Job description and person specification drafted / amended by:**

**Name:**

**Designation:**

**Date:**

### **JOB DESCRIPTION AND PERSON SPECIFICATION AGREEMENT**

<b>Job Holder's Signature</b>		<b>Date</b>	
<b>Line Manager's Signature</b>		<b>Date</b>	