



Job Profile template

Best Start SEND Inclusion Practitioner

JOB TITLE:	Infant Feeding Coordinator
GRADE:	SO1
POST NO:	31121
JOB TIER:	TBC
DBS CHECK:	Enhanced
DIRECTORATE:	Children's Social Care
DEPARTMENT:	Stronger Families and Protection
REPORTING STRUCTURE	
Reports to:	Locality Lead Officer
Direct Reports:	0
Indirect Reports:	post specific

ROLE PURPOSE:

The post holder will coordinate the ongoing implementation of the UNICEF UK Baby Friendly Initiative (BFI) standards for infant feeding across the service, supporting activities that promote and sustain best practice.

The role will assist the organisation in progressing towards BFI Stage 2 and Stage 3 accreditation, while helping to ensure that BFI standards are embedded within everyday practice and maintained across services.

Job Description

- Coordinate the development, implementation and ongoing delivery of the infant feeding strategy in line with UNICEF Baby Friendly Initiative (BFI) standards, ensuring policies, pathways and practice are embedded across services.
- Coordinate activities that support the service in achieving and sustaining BFI Stage 2 and Stage 3 accreditation, including preparation for assessments, evidencing compliance and embedding continuous quality improvement.
- Coordinate and contribute to the delivery of the BFI action plan, monitoring progress against milestones, identifying risks and supporting corrective actions to maintain alignment with accreditation requirements.
- Coordinate and support BFI audit processes, including staff audits, parent interviews and service observations, ensuring findings are used to drive improvements and demonstrate compliance with UNICEF standards.
- Work collaboratively with internal teams and partner agencies (including Health Visiting, Maternity and Early Years services) to ensure a consistent, high-quality, evidence-based approach to infant feeding support across the local system.
- Promote and champion a positive breastfeeding and infant feeding culture across the organisation and wider community, addressing barriers to breastfeeding and supporting equitable access for all families.
- Contribute to the development and enhancement of new and existing services to ensure continuous improvement in infant feeding support, informed by data, research, parent feedback and BFI requirements.
- Provide advice, guidance and training to staff to build confidence, competence and consistency in infant feeding practice, working in partnership with Infant Feeding Leads across Health Visiting, Maternity, Family Hubs and Children's Centres.

- Support workforce development to meet BFI standards, including delivering and coordinating training programmes, maintaining staff competencies and ensuring compliance with BFI education requirements.

Financial & Resource Management

- Demonstrate cost-consciousness and identify any cost-effective changes to own way of working.

Continuous Improvement

- Coordinate the review and continuous improvement of infant feeding pathways, practice and service delivery to ensure a high-quality, efficient service for families, fully aligned with UNICEF Baby Friendly Initiative (BFI) standards.
- Monitor and evaluate infant feeding services, including uptake and outcomes, using audits and BFI-aligned measures to assess impact and inform continuous improvement.
- Provide, support and coordinate training for staff and support the audit of practice, including staff audits and parent feedback/interviews, to support the achievement and maintenance of BFI accreditation requirements.

Contacts

- The post holder will work directly with families (parents and infants), as well as with Family Hubs, Children's Centres, and early years settings to support and promote effective infant feeding practices.
- The role will involve close collaboration with internal council teams, health services (including midwifery and health visiting), and wider community partners to ensure a consistent, high-quality approach to infant feeding support.

Additional Responsibilities

- Complete other reasonable tasks to fulfil role purpose or as required by management.

Key Performance Indicators

- Support the service to work towards achieving and sustaining UNICEF Baby Friendly Initiative (BFI) Stage 2 and Stage 3 accreditation within agreed timescales

through effective collaboration with colleagues and partners, and the implementation of evidence-based infant feeding standards.

- Promote infant feeding services in line with BFI requirements, ensuring all families have equitable access to high-quality support across Family Hubs, Children's Centres, health services and community settings.
- Support the delivery of high-quality parent experiences that meet BFI standards, including achieving high levels of reported confidence in infant feeding (target of 80%), evidenced through parent interviews, feedback and audit processes required for accreditation.
- Coordinate the collection, monitoring and analysis of data required for BFI accreditation, including audit outcomes, staff competencies, and breastfeeding initiation and continuation rates, using this information to demonstrate compliance and inform continuous improvement.

Person Specification

This person specification will be used for recruitment to this post. It will form the basis of the application form, and candidates will be also assessed against aspects of this person specification at interview.

1. QUALIFICATIONS	ESSENTIAL ✓	DESIRABLE ✓
Relevant Level 3 qualification in Early Years, Childcare, Health, Community Work or equivalent experience.	✓	
GCSE Grade A-C in Maths and English or equivalent	✓	
Evidence of accredited infant feeding training aligned to UNICEF Baby Friendly Initiative (BFI) standards (e.g. breastfeeding support training, BFI e-learning).	✓	
PGCE, PETTLS, Teaching Cert – (evidence-based parenting programmes, train the trainer, breastfeeding (Unicef))		✓
2. EXPERIENCE	ESSENTIAL ✓	DESIRABLE ✓
Minimum of 3 years' experience of working with young children and families in the early help field of work.	✓	
Experience delivering or coordinating programmes, training, workshops or learning opportunities for parents, carers and professionals		✓
Experience working with families with complex needs, for whom English is a second language.		✓
Experience of collaborative work with a range of practitioners and agencies.	✓	
Experience of developing and delivering training to a range of multi-agency professional at all levels.	✓	
Experience of evaluating, monitoring and improving service quality.	✓	
3. KNOWLEDGE	ESSENTIAL ✓	DESIRABLE ✓
Good working knowledge of infant feeding, including breastfeeding, responsive bottle feeding, and current national guidance in line with UNICEF Baby Friendly Initiative (BFI) standards.	✓	
Working knowledge of relevant government legislation, guidance and local procedures relating to children and families, including early help and safeguarding.	✓	
Knowledge of national policy and government initiatives relating to infant feeding.		✓

4. SKILLS	ESSENTIAL ✓	DESIRABLE ✓
Good inter-personal and communication skills	✓	
Ability to work collaboratively with a range of practitioners and services.	✓	
Ability to engage and influence the wider workforce to promote consistent, evidence-based infant feeding practice in line with BFI standards	✓	
Ability to understand the pressure that some parents may experience when bringing up children	✓	
Skills to develop innovative ways of supporting parents to share their experiences, needs and views on infant feeding support and services, in line with co-production principles	✓	
Ability to use data to develop and monitor provision and produce reports		✓
Commitment to Equal Opportunities issues and ability to apply anti-discrimination to own practice in order to produce accessible and inclusive services.	✓	
Ability to recognise and respond to safeguarding issues in line with relevant policies.	✓	
Strong organisational skills and ability to coordinate multiple programmes simultaneously.	✓	
Excellent ICT skills and the ability to learn new systems as required	✓	
Ability to work on own initiative and as part of a support team.	✓	
Ability to work flexibly to meet the needs of the service - post holder will be required to travel around the borough and work remotely/evening/ weekends as required	✓	
5. COMPETENCIES	ESSENTIAL	DESIRABLE
Respect -Demonstrates a strong commitment to putting residents first by delivering excellent customer service, fostering inclusion and diversity, representing the council positively, supporting team wellbeing, and guiding others through change.	✓	
Collaborative -Encourages the use of resident feedback to enhance team performance and customer satisfaction. Builds strong relationships and promotes collaborative working across teams. Supports the growth and development of others by providing opportunities for learning.	✓	
Efficient - This section highlights key competencies for effective service delivery, including the use of resident feedback to enhance customer satisfaction, setting and monitoring team objectives,	✓	

managing budgets efficiently, identifying and implementing service improvements, and maintaining a solution-focused approach that encourages learning from mistakes.		
Integrity- Demonstrates an understanding of local government, including democratic and political decision-making, and applies decisions appropriately. Proactively enhances management and leadership skills, while exhibiting emotional intelligence and embodying the Council's values.	✓	
Open and honest -Demonstrates accountability and clear communication, fosters a culture of openness and learning from mistakes, and effectively supports others through change and service improvements.	✓	