



JOB DESCRIPTION

Job Title: Regional Lead (Lancashire East)		Updated Month/Year: Oct 2026
Directorate: Parent Services	Reports To Job Title: Lancashire Service Delivery Manager	Location: Community & hospital based with some home working.

Role Context:

NCT is the national charity for pregnancy, birth, infant feeding, and early parenthood, and each year we support over 250,000 parents on their unique journeys. We host thousands of community-based events across the UK including NCT Bumps & Babies, NCT Baby Cafés. Each year our volunteers, give more than 70,000 hours of outstanding community service.

We support parents to make informed decisions that feel right for them. We provide access to evidence-based information through our website, Parent Hub, and free Infant Feeding Support Line 365-days a year. Our charity has a proud history of creating transformative change in the lives of parents. We are a trusted voice, a reassuring presence and a strong advocate, campaigning on the issues that matter most.

Role Purpose:

We are seeking a capable Regional Lead who is passionate about supporting parents and infant feeding to lead on service delivery across East Lancashire. You will lead a dedicated and passionate team of breastfeeding peer supporters, staff and volunteers, to provide high quality, evidenced-based infant feeding support across the area. You'll be working from home, within the community and the hospital setting.

Key Accountabilities/Duties:

Lead on Infant Feeding support across your region, in the community and the hospital

- Provide line management, leadership, and support to direct line reports.
- Be the main point of contact for the staff and volunteers within your region, supporting them to carry out their role.
- Establish and maintain a good working knowledge and understanding of the local demographics of parents in the area and local services that support communities that are marginalised to signpost most effectively.
- Engage with underrepresented communities through outreach and networking with other local organisations, scoping of new groups within region.

- Provide peer support to parents and families and attending groups and wards where required.
- Telephone new parents and triage their infant feeding needs, signposting to the support available in their area and to other evidenced based information.
- Managing peer support rotas for hospital support and community groups/home visits/video calls.
- Attend training and meetings relevant to safeguarding duties to ensure effective and informed practice, responding to and supporting safeguarding concerns. To work on safeguarding cases as and when required.
- Support a safe and healthy environment by reviewing, identifying and communicating local risks, contributing to accurate risk assessments, and promoting good health and safety practices.
- Actively report incidents and near misses, ensure accurate data capture, and assist in preparing teams for external audits or inspections

Referrals and Data Collection

- Responding to referrals and signposting from health professionals into the service, providing updates whilst building relationships with key stakeholders.
- Completing qualitative reports.

Role Dimensions:

<i>Area of Responsibility</i>	<i>Details</i>
Financial	Approval of expense claims in line with budget
Line Management Responsibilities	Line Management of three staff Breastfeeding Peer Supporters
Key Stakeholders	Hospital Leads, Family Hub staff, Health Visitors, Community Midwives etc.
Governance Reporting Lines	You will provide quarterly qualitative reports, and case studies for your region
Groups and Meeting Attendance	Weekly staff team meetings, staff 1-2-1s, regular check-ins with volunteers and partners/stakeholders within the region.
Safeguarding	Follow NCT Safeguarding procedures & attend meetings relevant to Safeguarding duties

NCT Culture and Working Practices:

Our Values - Welcoming, Collaborative, Inclusive, Bold, Trusted

Safeguarding and Health and Safety - The welfare and safety of individuals is at the heart of everything that we do. NCT is committed to safeguarding, Health and Safety, and promoting the welfare of children and adults and expects all staff to share this commitment.



Equity, Diversity and Inclusion - NCT is committed to social justice and equity. We are dedicated to being an anti-racist charity and believe that inclusion is everyone's responsibility. Being there for every parent requires bold action to challenge inequalities. By creating inclusive spaces and services that are built on collaboration and trust, we welcome and celebrate diversity and strive to meet the needs of the pregnant women, new parents, families and communities that we serve.

Declaration:

This job description is intended to be forward thinking and indicative rather than final and exhaustive. The listed responsibilities and key duties and tasks may develop and evolve over time and NCT reserves the right to update and/or remove certain elements. NCT endeavours to keep substantial changes to a minimum and to promptly update this job description to take account of such developments.

PERSON SPECIFICATION

Element	Details	Essential/Desirable
Qualifications	Trained NCT Breastfeeding Peer Supporter or equivalent with appropriate experience, or willing to train.	Essential
Experience:	• Experience of working with or knowledge of the local communities within Lancashire area. • Experience of motivating and managing staff and /or volunteer teams. • Experience of working with people from diverse backgrounds. • Experience of managing data collection and performing accurate data entry. • Experience of working alongside health professionals i.e. Health Visitors, Community Midwives etc	Essential Essential Desirable Desirable Desirable
Skills:	• Strong relationship-building skills with key stakeholders. • Excellent interpersonal and influencing skills, with the ability to build consensus. • Excellent written and oral communication skills with good attention to detail. • Excellent IT skills including Word, Excel, Outlook. • Excellent organisational and prioritisation skills and a problem-solving approach.	Essential



Knowledge:	• Understanding of the NCT's strategic aims and services and a passion for supporting parents. • Knowledge of existing breastfeeding and perinatal support available in the local community.	Desirable Essential
Personal Attributes:	• Demonstrably champions equity, diversity, and inclusion as key to organisational success. • A passion for infant feeding and supporting parents. • Demonstrates a professional, positive, and constructive approach.	Essential
Other Requirements:	• You must be able to travel around the area to meetings, groups and hospital settings on a regular basis. • Driving license and access to own car • Work flexibly when needed to meet the needs of the service. • DBS check required. • Two satisfactory references. • Bilingual (desirable).	Essential

The above details are indicative and intended to assist candidates and the recruiting manager with their shortlisting process and selection decisions.