



## JOB DESCRIPTION

**JOB TITLE:** Hackney Service Engagement Lead  
**TEAM & DEPARTMENT:** Impact and Engagement  
**SALARY:** £26,000 (FTE)  
**HOURS:** 28 - 35 hours (12 month contract)  
**LOCATION:** Hackney based with some home working  
**LAST UPDATED:** 21<sup>st</sup> May 2024  
**RESPONSIBLE TO:** Hackney Service Delivery Manager

### MAIN PURPOSE:

Our vision is that everyone who becomes a parent feels confident, connected, and safe because we believe parents help build the foundations of the future. That's why NCT is the charity with a clear and singular mission – we support people as they become parents. Every year we support over 250,000 parents across the UK and Channel Islands on their unique journeys through pregnancy, birth, infant feeding, and early parenthood. 'For Every Parent' is our new five-year strategy that sets a clear direction for our charity to reach more people, do more to support new and expectant parents, and campaign with impact.

NCT are delighted to be commissioned to deliver a programme of work including infant feeding peer support and parenting courses for families across Hackney. We are seeking a capable service engagement lead who is passionate about supporting parents to lead on service user engagement of the project. The post holder will work with the staff and volunteer teams to ensure the smooth delivery of our parent support across Hackney.

#### **Peer led infant feeding peer support in the community**

This project will train Peers who will go on to support across community and healthcare drop-ins, Homerton Hospital (early pregnancy meetings, postnatal and neonatal wards) as well as provide online support, telephone support and home visits. Peers will all receive accredited training to provide support to other parents whether that's sharing their breastfeeding and infant feeding knowledge, welcoming parents or providing social interaction to those they support.

#### **Parenting courses for families with child/ren under the age of 2 years.**

The Empowering Parents Empowering Communities (EPEC) project is a community-based programme, training staff and parent volunteers to deliver parenting courses across Hackney Borough. The courses are designed to improve access to effective parenting support particularly for families in disadvantaged neighbourhoods and excluded communities.

NCT is a charity committed to social justice and Equity and Diversity, believing inclusion is everyone's responsibility. We believe we all have a collective responsibility to demonstrate our commitment to celebrate diversity, challenge inequality and build an inclusive workforce and environment, so all our people can thrive, and we can best represent and meet the needs of the pregnant women, new parents, families and communities we serve.

This is a key post to help NCT broaden its reach and relevance to parents of all backgrounds and enable them to have a life enhancing experience of becoming a parent.

## RESOURCES CONTROLLED

- NCT Peer Supporters.
- Referral database.
- Telephone support service.
- Social Media suite.
- Equipment Hire database and assets

## JUDGEMENT AND DECISION MAKING

- Good judgment will be required when responding appropriately to health professionals.
- Good judgment will be required when responding appropriately to parents.
- Good decision making is required when responding to requests for information.
- Support available from line manger to aid decision making and check judgements where required.

## LIAISON

- Liaising and communicating with people at all levels is essential. This includes parents, NCT internal and external staff, Peer Support Trainers, NCT Practitioners, volunteers, Health Professionals, and other stakeholders.
- A professional approach must be maintained at all times.

## AUTHORITY/SUPERVISION RECEIVED:

- Clear objectives and targets will be set, but the post holder will be required to use their initiative and work unsupervised, in order to achieve these objectives.
- Regular Teams meetings will be held, and line manager support is available when required.
- Line management of paid infant feeding peer staff members who work within the community and hospital.

## MAIN RESPONSIBILITIES & DUTIES:

### Main point of contact for all initial enquiries

- Extensively advertise Hackney Parent Support across variety of platforms including social media and locally.
- Triage incoming calls and first contact with service users to ascertain the correct level of support and what element of the project is best suited to the family's needs.
- Extensively advertise volunteering opportunities using a variety of platforms including social media and local.
- Provide clear guidance and information to potential volunteers on the roles, responsibilities and training requirements.
- Manage the applications, references, and DBS checks of peer supporters.

### Service Promotion and Website Upkeep

- Use a variety of platforms and media to promote the service and recruit volunteers.
- Maintain the Infant Feeding Website ensuring all information is accurate and up to date, working with key stakeholders to ascertain gaps in service.

- Maintaining the main NCT website for Hackney Infant Feeding and EPEC and ensuring all content is up to date.

#### **Equipment hire scheme**

- Coordinate, collect and collate data and feedback from the equipment hire service, adhering to NCT data protection and health and safety policies and processes.
- Coordinate the referrals and distribution of the pumps with the specialist infant feeding team including completing the loan agreement with service user.
- Coordinate the cleaning and the ensuring the pumps are working appropriately and stored securely.

#### **Service Support across the area**

- Have a good understanding of the area the project covers, the community groups and the hospital in which our staff and volunteers offer support and proactively seek to identify and champion engagement in areas where gaps exist.
- Collate and enter all information as and when necessary, into the Hackney Parent Support database to ensure service users are registered on the system and touch points with the service users are logged.
- Being able to respond to phone calls and messages left for the Hackney support project as and when needed.

#### **Data Collection and Referrals**

- Leads and organise rota for the telephone support for all discharge notifications from hospital and self-referrals from service users.
- Coordinate, collect, collate and analyse data and feedback from Peer Supporters and service users in a timely manner, adhering to NCT data protection policies and processes.
- Responding to referrals and signposting from health professionals into the service.

Provide visible leadership to, and role modelling of, our commitments to celebrate diversity and challenge inequality by building an inclusive and positive working culture and environment, so all our people can thrive.

Any other duties as requested by the Hackney Service Delivery Manager.

#### **NCT VALUES:**

- Welcoming - We are always welcoming, creating connections and building communities.
- Collaborative - We achieve better outcomes by working together.
- Inclusive - We ensure equity and inclusion are core to who we are and what we do.
- Bold - We are bold, brave, and progressive.
- Trusted - We provide trusted, high-quality, evidence-based information, support, and services.

#### **SAFEGUARDING and HEALTH & SAFETY**

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

## **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:**

### **ESSENTIAL**

- Experience of managing volunteers and projects, including experience of working with people from diverse backgrounds.
- A good understanding of the value of data collection to measure impact and champion service improvement
- Demonstrably champions equity, diversity, and inclusion as key to organisational success.
- Good written and excellent oral communication skills.
- Good interpersonal skills with the ability to create rapport with a range of people.
- Ability to manage competing demands on time and prioritise effectively.
- Methodical and organised.
- Ability to work independently and show initiative.
- Experience of managing data collection and performing accurate data entry.
- Within easy commuting distance and able to travel across Hackney.

### **DESIRABLE**

- Trained NCT Breastfeeding Peer Supporter with appropriate experience, or willing to train. Understanding of the NCT's strategic aims and services.
- Experience of successfully working with diverse cultural groups.
- Knowledge of existing breastfeeding and perinatal support available in the local community.
- Experience of working alongside health professionals i.e. Health Visitors, Community Midwives etc.