

JOB DESCRIPTION

JOB DETAILS	
Job Title	Infant Feeding Specialist Midwife
Reports to	Lead Midwife for Community and Outpatient Services
Band	Band 7
Department/Directorate	Clinical Support and Specialist Services

JOB PURPOSE
The post holder will provide professional, clinical leadership in the development and improvement of services which promote health for women / birthing people and their babies accessing maternity care at Royal Devon University Healthcare NHS Foundation Trust, (RDUH). The post holder will be responsible for providing support and clinical expertise within the maternity service ensuring all women and birthing people are supported in their choice of feeding. The post holder will actively promote the uptake and duration of breastfeeding and be responsible for the training and education of health professionals, providing specialist care and advice to women and share specialist knowledge with the wider team. The maternity unit is working to achieve UNICEF Baby Friendly accreditation and the post holder will be leading on the planning, implementation and review of the work plan to succeed with this.

KEY RESULT AREAS/PRINCIPAL DUTIES AND RESPONSIBILITIES
- The Infant Feeding Specialist Midwife will be based within the maternity service providing support and specialist advice to clinicians across both the community and hospital services. They will have a comprehensive knowledge and understanding of the UNICEF BFI standards. - Demonstrate high quality leadership, keep up-to-date with developments in current infant feeding practice and function as an autonomous practitioner working within clinical and professional boundaries. - Work with the wider RDUH team to coordinate and maintain progress working towards full UNICEF BFI accreditation in line with national policy - Ensure referral and care pathways, standard operating procedure, guidelines and Policies are maintained and up to date within the governance processes of RDUH and support the embedding of these into practice. - Encourage and participate in the development of research based infant feeding practice. - Support new members of staff, delivering Trust Induction BFI training and any updates, with additional on-going support where required - Act to ensure all women / birthing people are fully supported by all staff in their chosen method of feeding through the provision of clear information and options to facilitate fully informed choice. - To undertake staff and women/birthing people audits regularly to evaluate care and assess progress towards achieving BFI accreditation

- Contribute to local governance processes as required. Be able to present necessary reports, data and audit to support this
- Represent the Trust at local, regional and where required national forums involving infant feeding.
- Liaise with colleagues across geographical boundaries to enhance delivery of consistent, evidence-based care.

KEY WORKING RELATIONSHIPS

The post holder is required to communicate and collaborate effectively with staff of all levels throughout the Trust as and when they encounter on a day to day basis

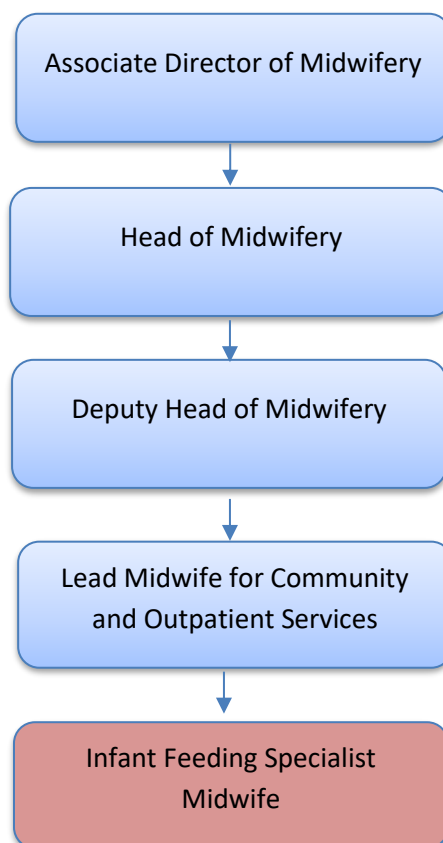
In addition, the post holder will communicate effectively with the wider healthcare community, external organisations and our service users

This will include verbal, written and electronic media.

Of particular importance are working relationships with:

Internal to the Trust	External to the Trust
• Midwives • Obstetric and Neonatal Colleagues • Maternity Care assistants • SCBU Team • Nursing colleagues	• Women / birthing people and their family • Maternity and Neonatal Voices Partnership (MNVP) • Devon LMNS • Public Health Nursing teams • GP's

ORGANISATIONAL CHART



FREEDOM TO ACT

- Work autonomously as the expert midwifery practitioner for Infant Feeding, interpreting national policy and Baby Friendly Initiative standards into the maternity service
- Lead the development and delivery of high-quality Infant Feeding services for women and birthing people accessing care at RDUH
- Act as a resource for colleagues across the multi-disciplinary team to enable access to knowledge and skills to support high quality Infant Feeding practice across the maternity service.

COMMUNICATION/RELATIONSHIP SKILLS

- As a key member of the Multi-professional team contribute to effective communication to ensure relevant care provision
- To provide specialist infant feeding advice which will be highly complex to other health, social, educational and voluntary sector services, as part of ongoing care. This information will be highly sensitive and personalised to the woman's needs. This may involve challenging or requesting changes to Infant feeding plans set by other professionals
- The postholder will need to be able to communicate with women/birthing people and their families at times where feelings and emotions are heightened, this can be in a highly emotive atmosphere, being sensitive to the individual's needs is essential

- Provide up to date, evidenced based information, support and education for colleagues and students to enhance knowledge and skills relating to Infant Feeding throughout the pregnancy continuum
- Use a range of verbal and non-verbal communication tools to communicate effectively with women and birthing people to progress Infant Feeding plans. This will include women, birthing people and family support who may have difficulties in understanding or communicating. For example, women/ birthing people who may be low in mood, tired or have a learning disability or difficulty and those whose first language is not English.
- To work in close association with the RDUH midwifery, neonatal and obstetric teams, across both the Eastern and Northern sites.
- To liaise and work collaboratively with the LMNS/NHS Devon
- Develop communication networks with local and national teams that are leaders in Infant Feeding across the country to ensure that local practice is up to date and innovative practices are shared between trusts.
- To clearly present data, findings and concepts through presentations and reports, working with audit and QI teams where necessary
- Communicate relevant information to women and their families in a manner that is consistent with and meets their individual needs.
- Develop and maintain communication with people about complex matters or difficult situations
- Communicate effectively and professionally with colleagues in a manner that is consistent with relevant legislation, policies, and procedures.
- Communicate appropriately with members of the multidisciplinary team in relation to the care of individual women.
- Keep accurate and comprehensive records of all activities and communication consistent with legislation, policies, and procedures.
- Anticipate barriers to effective communication and act to overcome them.
- Always maintain confidentiality, as required by professional registration and trust policy.
- Actively try to resolve issues and complaints at local level, or ensure clear and concise advice is given to people on the complaint's procedures in place (PALS, names and addresses of the senior team etc.)
- Act as a role model to inspire and influence.

ANALYTICAL/JUDGEMENTAL SKILLS

- Use advanced Infant Feeding skills and expertise to provide an accurate assessment of the clinical situation. With this analysis and interpretation of the clinical concern which will often be complex in nature, a tailored plan of care can be developed considering the best options available.
- Evaluate, reassess and alter treatment programmes as required. Comparison of options will be needed when evaluating effectiveness of care planning.
- Ensure planned care is delivered in a holistic manner that is consistent with evidence-based practice, clinical guidelines, legislation, policies, and procedures.

- Apply own skills, knowledge and experience and use considered judgment to meet individual women / birthing people's needs.
- Take appropriate action to address any issues and risks.

PLANNING/ORGANISATIONAL SKILLS

- Plan and coordinate Multi-Disciplinary Team meetings for the achievement of UNICEF BFI accreditation with the maternity service and the wider teams. This will involve coordinating the team to attend meetings but also coordinating the action plan to ensure progress is being achieved
- Organise workload to be available to provide specialist midwifery input for Infant Feeding where needed. There will be competing demands within this role and the postholder will need to be able to prioritise safety, responding to clinical need as necessary.
- Independently use your experience and clinical judgement to make decisions about women's care and management. As the clinical expert, detailed assessment of infant feeding will be required. It will be essential to analyse and interpret the clinical picture of a newborn's infant feeding challenge and / or respond to and support of a woman/ birthing person's physical or emotional need at any given time.
- Attend regional and local meetings to review and progress the strategic UNICEF BFI accreditation. This will both support the implementation of the Infant Feeding agenda at RDUH but also support system wide working to be cohesive and fully embedded across all services.

PATIENT/CLIENT CARE

- The Infant Feeding Specialist Midwife will provide highly specialised advice concerning the care of women / birthing people and Infant Feeding across maternity services
- Develop a specialised care plan and support based on an enhanced knowledge of evidence-based practice and treatment options using clinical assessment, reasoning skills and knowledge of treatment skills
- Ensure the care and support provided is responsive to the individual needs of women, particularly those who are disadvantaged and advocate for these women
- Support the right of individual women / birthing people to make informed choices enabling the care to be personal for them
- To remain updated in all areas of clinical midwifery and attend mandatory updates in accordance with Trust policy.
- To have knowledge and understanding of the national and local public health agenda within maternity services
- To practice in accordance with the NMC Code of Professional Conduct at all times particularly relating to record keeping and the Midwives Code of Practice

POLICY/SERVICE DEVELOPMENT

- Participate in service development, implementation of policies, procedures and standards for infant feeding practice

- Instigate and participate in clinical audit and the development of research and evidence-based practice related to infant feeding
- Develop an action plan to implement an externally evaluated structured programme that encourages breastfeeding, using the Baby Friendly Initiative as a minimum standard. In order to achieve and maintain accreditation
- Develop or review guidelines and policies from information gained from key agendas i.e. National Guidelines Three-year delivery plan for maternity and neonatal services which will impact beyond own area. This will also include Trust wide policies on occasion where appropriate.
- Work together with the wider Trust to support health workers returning to work and continue breastfeeding

FINANCIAL/PHYSICAL RESOURCES

- Ensure provision of care is cost effective and is provided within existing resources
- Where necessary, ensure stock is ordered in line with national recommendations and best practice. The postholder will be responsible for ensuring it is used correctly
- Identifies, aligns and effectively utilises resources to meet the current demand within a defined budget and human resource
- Only uses equipment following appropriate training, ensuring equipment register is updated appropriately
- Ensures any faulty equipment is reported, undergoes repair and is maintained

HUMAN RESOURCES

- Develop own credibility as a leader through the demonstration of high professional standards and personal integrity
- Provide effective and visible leadership as a role model for those staff less experienced in supporting infant feeding, supporting personalised care planning for complex feeding issues where needed
- The post holder will support the training and delivery of Infant feeding workshops to women / birthing people and their partners
- Day to day management of the infant feeding team as part of the developing workforce plan.
- The post holder will be responsible for ensuring the Maternity workforce have received adequate training and possess the necessary skills to achieve BFI accreditation.
- The postholder will ensure that Infant Feeding training is provided to staff in line with BFI standards. They will train other members of the team to facilitate the training needs of the maternity team. The progress will be regularly reviewed and areas for additional training or support identified.
- The postholder will support and train other members of the maternity team to provide educational Infant Feeding workshops to women/birthing people and their families ensuring a consistent high standard of training and education for service users.

INFORMATION RESOURCES

- Ability to produce, interpret and present detailed data relevant to the role
- Be able to provide evidence requires to meet UNICEF BFI standards
- Ensure documentation of care is comprehensive and meets the standards for professional record keeping
- Make any changes necessary to improve the quality of information within the patient record system

RESEARCH AND DEVELOPMENT

- The post holder is responsible for his or her own education and development, including attendance at Trust statutory and mandatory training days
- To identify, and together with the Practice Development Midwife (PDM), ensure all staff participate in an on-going education programme to ensure they are competent and confident in all skills relevant to Infant Feeding
- Ensure, together with the PDM, that the maternity services Training Needs Analysis (TNA) identifies and manages education, training, and support needs of all staff within their departments in relation to service needs
- Foster a culture and environment conducive to learning in the workplace across all areas including all members of the multidisciplinary team
- Be responsible for registering and completing relevant audits to demonstrate clinical effectiveness and create actions for further learning
- Complete regular audits for both staff and women / birthing people to provide evidence of compliance for UNICEF BFI standards

PHYSICAL SKILLS

- The post holder as a practising midwife will undertake regular clinical midwifery skills on at least a weekly basis. This will include supporting women /birthing people when needed
- Computer keyboard skills are required to produce reports, presentations and project plans.
- Fine motor skills will be required for example when demonstrating techniques for hand expression

PHYSICAL EFFORT

- A combination of sitting, standing and walking, regular support of women / birthing people with Infant Feeding. This will require frequent moderate effort for several short periods.
- The post will require some travel relevant to role, meetings in various venues and office-based work.
- This post will require working in the clinical setting in response to service need and acuity.
- This post requires an on-call commitment for the Senior Midwife on-call rota and may require flexible working across the 24-hour period

MENTAL EFFORT

- A frequent requirement for prolonged concentration when reading, interpreting and developing policy documents, reports and project plans.
- Work pattern can be unpredictable, and will require extended periods of concentration

EMOTIONAL EFFORT

- There will be occasional exposure to highly distressing or highly emotional circumstances where the post holder may have to share unwelcome news with families, for example maternal separation or possible deterioration of the neonate.

WORKING CONDITIONS

- There will be frequent contact with bodily fluids, blood, liquor and breast milk

OTHER RESPONSIBILITIES

Take part in regular performance appraisal.

Undertake any training required in order to maintain competency including mandatory training, e.g. Manual Handling

Contribute to and work within a safe working environment

You are expected to comply with Trust Infection Control Policies and conduct him/herself at all times in such a manner as to minimise the risk of healthcare associated infection

As an employee of the Trust, it is a contractual duty that you abide by any relevant code of professional conduct and/or practice applicable to you. A breach of this requirement may result in action being taken against you (in accordance with the Trust's disciplinary policy) up to and including dismissal.

You must also take responsibility for your workplace health and wellbeing:

- When required, gain support from Occupational Health, Human Resources or other sources.
- Familiarise yourself with the health and wellbeing support available from policies and/or Occupational Health.
- Follow the Trust's health and wellbeing vision of healthy body, healthy mind, healthy you.
- Undertake a Display Screen Equipment assessment (DES) if appropriate to role.

DISCLOSURE AND BARRING SERVICE CHECKS

This post has been identified as involving access to vulnerable adults and/or children and in line with Trust policy successful applicants will be required to undertake a Disclosure & Barring Service Disclosure Check.

GENERAL

This is a description of the job as it is now. We periodically examine employees' job descriptions and update them to ensure that they reflect the job as it is then being performed, or to incorporate any changes being proposed. This procedure is conducted by the manager in consultation with the jobholder. You will, therefore, be expected to participate fully in such discussions. We aim to reach agreement on reasonable changes, but if agreement is not possible, we reserve the right to insist on changes to your job description after consultation with you.

Everyone within the Trust has a responsibility for, and is committed to, safeguarding and promoting the welfare of vulnerable adults, children and young people and for ensuring that they are protected from harm, ensuring that the Trusts Child Protection and Safeguarding Adult policies and procedures are promoted and adhered to by all members of staff.

--

PERSON SPECIFICATION

Job Title	Infant Feeding Specialist Midwife
------------------	-----------------------------------

Requirements	Essential	Desirable
QUALIFICATION/ SPECIAL TRAINING - Registered Midwife with current NMC registration - Degree level studies in relevant subject or portfolio of experience - Evidence of ongoing professional development - Teaching / Mentorship qualification or equivalent experience - Infant Feeding qualification - Counselling skills - Lactation consultant – IBCLC or alternative lactation qualification	✓ ✓ ✓ ✓	✓ ✓ ✓
KNOWLEDGE/SKILLS - Extensive knowledge and proven skills in supporting women in their chosen method of infant feeding - Expert communication skills to women and key stakeholders, both written and verbal - Good leadership and interpersonal skills - Previous involvement in BFI accreditation - Excellent presentation, teaching, verbal and written skills - Understanding and experience of Clinical Governance - Understanding and experience of audit - Ability to contribute to policy / service development	✓ ✓ ✓ ✓ ✓ ✓ ✓	
EXPERIENCE - Knowledge and experience in all areas of maternity services - Previous experience in an Infant feeding role - Experience in managing a project within a timeframe - Experience in Infant Feeding roles in other areas but working in accordance with UNICEF BFI Standards - Evidence of excellent presentation skills	✓ ✓	✓ ✓ ✓
PERSONAL ATTRIBUTES		

• Ability to work collaboratively with all members of the multidisciplinary team to involve outside agencies. • To be able to work, unsupervised, as an autonomous practitioner. • Approachable and flexible attitude to work • Ability to cope well under pressure and have excellent organisational skills	✓ ✓ ✓ ✓	
OTHER REQUIREMENTS • The post holder must demonstrate a positive commitment to uphold diversity and equality policies approved by the Trust. • Ability to travel to other locations as required.		

WORKING CONDITIONS/HAZARDS		FREQUENCY (Rare/ Occasional/ Moderate/ Frequent)			
		R	O	M	F
Hazards/ Risks requiring Immunisation Screening					
Laboratory specimens	Y				✓
Contact with patients	Y				
Exposure Prone Procedures	Y		✓		
Blood/body fluids	Y				✓
Laboratory specimens	Y		✓		
Hazard/Risks requiring Respiratory Health Surveillance					
Solvents (e.g. toluene, xylene, white spirit, acetone, formaldehyde and ethyl acetate)	Y	✓			
Respiratory sensitisers (e.g isocyanates)	N				
Chlorine based cleaning solutions (e.g. Chlorclean, Actichlor, Tristel)	Y		✓		
Animals	Y	✓			
Cytotoxic drugs	N				
Risks requiring Other Health Surveillance					
Radiation (>6mSv)	N				
Laser (Class 3R, 3B, 4)	N				
Dusty environment (>4mg/m3)	N				
Noise (over 80dBA)	N				
Hand held vibration tools (=>2.5 m/s2)	N				
Other General Hazards/ Risks					
VDU use (> 1 hour daily)	Y				✓
Heavy manual handling (>10kg)	Y	✓			
Driving	Y				✓
Food handling	Y	✓			
Night working	Y	✓			
Electrical work	N				
Physical Effort	Y			✓	
Mental Effort	Y			✓	
Emotional Effort	Y			✓	
Working in isolation	Y	✓			

Challenging behaviour	Y		✓		