

**BETTER START BRADFORD  
BREASTFEEDING SUPPORT WORKER/COMMUNITY DEVELOPMENT WORKER**

**PERSON SPECIFICATION**

	<b>Essential</b>	<b>Desirable</b>	<b>Shown by</b>
<b>Qualification</b>	<ul style="list-style-type: none"> <li>No formal qualifications are needed but you must be willing to undertake Baby Friendly Initiative Level 3 Training.</li> <li>Experience of providing breastfeeding support to families</li> </ul>	<ul style="list-style-type: none"> <li>Baby Friendly Initiative Level 3 training</li> <li>Breastfeeding Peer supporter training</li> </ul>	<p>Application Form / Interview</p> <p>Application Form / Interview</p>
<b>Skills</b>	<ul style="list-style-type: none"> <li>IT skills including Word, email and Internet.</li> <li>Good listening skills, interpersonal skills and literacy skills.</li> <li>Building relationships, both with local families and partner agencies within the Bradford Better Start area.</li> </ul>	<ul style="list-style-type: none"> <li>IT skills in Excel.</li> <li>Experience of using SystemOne.</li> <li>Proven community development skills to develop community provisions.</li> </ul>	<p>Application Form / Interview</p> <p>Application Form / Interview</p> <p>Application Form / Interview</p>
<b>Ability</b>	<ul style="list-style-type: none"> <li>Ability to communicate effectively face-to-face, via telephone and via video conferencing (ie Zoom or TEAMS)</li> <li>Ability to write down information in clear accurate English.</li> <li>Ability to provide information and support to mothers in an accessible, non-judgemental way.</li> </ul>		<p>Application Form / Interview</p> <p>Application Form / Interview</p> <p>Application Form / Interview</p> <p>Application Form / Interview</p>

	<ul style="list-style-type: none"> <li>• Ability to maintain confidentiality of mothers and their families.</li> <li>• Ability to respect and value people regardless of background.</li> <li>• Ability to find information to assist/support breastfeeding mothers.</li> <li>• Ability to work effectively as part of a team.</li> <li>• Proven ability to recruit and engage with local communities.</li> <li>• Ability to learn from own experiences.</li> <li>• Ability to identify, assess and manage risks and opportunities.</li> <li>• Ability to implement awareness of and commitment to Equal Opportunities.</li> </ul>		<p>Application Form / Interview</p> <p>Application Form / Interview</p> <p>Application Form / Interview</p> <p>Application Form / Interview</p> <p>Application Form / Interview</p> <p>Application Form / Interview</p> <p>Application Form / Interview</p> <p>Application Form / Interview</p>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Experience of working with people from different backgrounds, demonstrating respect for different lifestyles and views.</li> <li>• Experience of offering breastfeeding support to families in a one to one setting and in groups.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working in a health or community setting in a paid or voluntary capacity.</li> <li>• Experience of working with partner agencies and statutory services.</li> </ul>	<p>Application Form / Interview</p> <p>Application Form / Interview</p>

<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Good knowledge of English, verbal and written.</li> <li>• Knowledge of how to find out about local services and how to support individuals to use them.</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of local target communities and their needs.</li> <li>• Knowledge of one or more community languages used by local populations.</li> <li>• Knowledge of health needs and health services within the local community.</li> <li>• Knowledge of building capacity of community groups and networks.</li> </ul>	<p>Application Form / Interview</p> <p>Application Form / Interview</p> <p>Application Form / Interview</p> <p>Application Form / Interview</p>
<b>Attitudes and Personal Attributes</b>	<ul style="list-style-type: none"> <li>• Car Driver</li> <li>• Access to a car for work purposes</li> <li>• Non-judgemental approach.</li> <li>• Personal experience of breastfeeding</li> <li>• Commitment to working in ways which challenge discrimination.</li> <li>• Able to conduct home visits independently in the area.</li> </ul>		<p>Application Form / Interview</p> <p>Application Form / Interview</p> <p>Application Form / Interview</p> <p>Application Form / Interview</p> <p>Application Form / Interview</p> <p>Application Form / Interview</p>