**National Breastfeeding Co-ordinator**

**Grade VII**

**Job Specification & Terms and Conditions**

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| **Job Title and Grade** | National Breastfeeding Co-ordinator – Grade VII  Grade Code 0582 |
| **Closing Date** | 7th November 2017 |
| **Taking up Appointment** | A start date will be indicated at job offer stage. |
| **Organisational Area** | Health & Wellbeing Division, Corporate |
| **Location of Post** | Health Promotion and Improvement, Health and Wellbeing Division, and for 12 months will be seconded to work half-time with the National Healthy Childhood Programme Team, and half time with the National Women and Infants Health Programme (NWIHP).  As this is a national post*,* the line manager is open to engagement in respect of flexibility around location subject to reaching agreement on a minimum level of availability to attend meetings nationally and with line manager as required. |
| **Informal Enquiries** | Janet Gaynor (Functional Manager, Health Promotion & Improvement) 074-9109110 / 087 9682048 [janet.gaynor@hse.ie](mailto:janet.gaynor@hse.ie) |
| **Details of Service** | In mid-2013, the HSE Health and Wellbeing Division was established. The work of the Health and Wellbeing Division is focused on helping people to stay healthy and well, reducing health inequalities and protecting people from threats to their health and wellbeing. It is a national service and includes Public Health, Health Protection, Child Health, Environmental Health, Health Promotion and Improvement, National Screening Programmes, Emergency Management and Knowledge Management (Health Intelligence).    *Healthy Ireland - A Framework for Improved Health And Wellbeing 2013-2015* is our overarching Government policy which presents a roadmap for achieving improved health and wellbeing for all in society.  In 2016, the HSE published its plan to improve breastfeeding rates. *Breastfeeding in a Healthy Ireland Health Service Breastfeeding Action Plan 2016 – 2021* (HSE, 2016) sets out the priority areas to be addressed over the next 5 years to support more mothers in Ireland to breastfeed and to contribute to increases in breastfeeding rates.  The HSE National Breastfeeding Implementation Group was established to oversee the implementation of the action plan and report on progress, maintaining oversight of the timeframe.  The promotion, support and protection of breastfeeding is a priority for the Health and Wellbeing Division and Health Promotion and Improvement, working across the Divisions of the health service and with external partners. |
| **Reporting Relationship** | Line managed by Health Promotion and Improvement. Reports to the National Lead Healthy Childhood Policy Priority Programme in relation to the Implementation of the Breastfeeding Action Plan**.** Reports to the National Women and Infants Health Programme in relation to the Implementation of the Baby Friendly Initiative.  The post holder will be required to develop and maintain positive working relationships with key stakeholders both internal and external to the HSE |
| **Purpose of the Post** | The National Breastfeeding Co-ordinator will work to progress the implementation of *Breastfeeding Action Plan 2016 – 2021* and to support the implementation of the Baby Friendly Initiative in Ireland.  The role of the National Breastfeeding Co-ordinator will be key to advance initiatives to promote, support and protect breastfeeding in Ireland, improving supports for expectant and new mothers in the antenatal and early postnatal periods; advancing the breastfeeding agenda in Acute and Primary Care Divisions; and developing the skills of health care professionals in breastfeeding promotion and support.  The National Breastfeeding Co-ordinator will assist in the co-ordination of work to promote, support and protect breastfeeding, to enhance health and well-being. |
| **Principal Duties and Responsibilities** | **Implementation of *Breastfeeding Action Plan 2016 – 2021***  To liaise with the HSE National Breastfeeding Implementation Group in co-ordinating the implementation of *Breastfeeding in a Healthy Ireland Health Service Breastfeeding Action Plan 2016 – 2021* (HSE, 2016).  To liaise with sub-committees and project committees established to progress specific actions areas of the Breastfeeding Action Plan.  To manage, or contribute to the management of, relevant commissioning and tendering processes.  To develop, or contribute to the development of, relevant proposals and funding submissions.  To act as a national resource for information on breastfeeding matters and to contribute to relevant national policy and strategies.  .  To provide line management to the Assistant National Breastfeeding Co-ordinator and work with the Assistant National Breastfeeding Co-ordinator to coordinate the promotion, support and protection of breastfeeding, and the implementation of the Breastfeeding Action Plan.  To liaise with relevant groups and staff in the 6 Hospital Groups, the 19 Maternity units and 9 CHOs to increase breastfeeding support provided in the antenatal and postnatal period.  To support the implementation of the WHO/UNICEF 10 Steps to Successful Breastfeeding, through the implementation of the Infant Feeding Policy for Maternity & Neonatal Services (HSE, 2017 revision in development) and the Infant Feeding Policy for CHOs & PCTs (HSE, 2017 revision in development)  To monitor and report on breastfeeding data and to develop national breastfeeding KPIs and metrics.  To contribute to the development of a strategic approach to strengthening compliance with the WHO International Code of Marketing of Breast milk Substitutes.  **Implementation of the Baby Friendly Initiative in Ireland**  To support the development and implementation of the revised model of the Baby Friendly Initiative.  To liaise with HSE National Governance Structure in relation to the Baby Friendly Initiative, and with Hospital Group & Maternity Service managers.  To liaise with UNICEF UK and International contacts in relation to the Baby Friendly Initiative.  To develop Baby Friendly Standards, Audit Tools & Assessment Tools for the Irish context.  To contribute to the development of Baby Friendly protocols in relation to training, communication, assessment processes, and designation decision making processes  Tocontribute to provision of Baby Friendly training, information updates and networking opportunities for lead staff in Maternity Services.  To support Maternity Units that are undertaking self audit and to provide feedback and follow up on self audit reports, to individual Maternity Units.  To contribute to plans for external assessments and to engage in Baby Friendly designation decision making processes.  To have a working knowledge of the Health Information and Quality Authority (HIQA) Standards as they apply to the role for example, Standards for Healthcare, National Standards for the Prevention and Control of Healthcare Associated Infections, Hygiene Standards etcand comply with associated HSE protocols for implementing and maintaining these standards as appropriate to the role.  To support, promote and actively participate in sustainable energy, water and waste initiatives to create a more sustainable, low carbon and efficient health service.  **The above Job Description is not intended to be a comprehensive list of all duties involved and, consequently, the post holder may be required to perform other duties as appropriate to the post which may be assigned to him/her from time to time and to contribute to the development of the post while in office.** |
| **Eligibility Criteria**  **Qualifications and/ or experience** | **Candidates must have at the latest date of application: -**   * Demonstrate sufficient depth and breadth of experience in breastfeeding support and promotion. * Hold a relevant health related professional qualification e.g. nursing, midwifery, health promotion, public health. * Demonstrate sufficient depth and breadth of experience in project management * Possess sufficient administrative capacity to discharge the functions of the grade   **Health**  A candidate for and any person holding the office must be fully competent and capable of undertaking the duties attached to the office and be in a state of health such as would indicate a reasonable prospect of ability to render regular and efficient service.  **Character**  Each candidate for and any person holding the office must be of good character.  **Age**  Age restrictions shall only apply to a candidate where he/she is not classified as a new entrant (within the meaning of the Public Service Superannuation Act, 2004). A candidate who is not classified as a new entrant must be under 65 years of age on the first day of the month in which the latest date for receiving completed CVs for the office occurs. |
| **Other requirements specific to the post** | Access to own transport as the post will involve travel. |
| **Skills, competencies and/or knowledge** | **Candidates must have at the latest date of application: -**  **Professional Knowledge & Experience**  *Demonstrate:*   * Knowledge and appreciation of the core principles and values of the Healthy Ireland framework. * In-depth knowledge and understanding of current breastfeeding international and national strategies, policies, research and evidence based practice in relation to breastfeeding promotion, support and protection. * Knowledge of the issues and developments and current thinking in relation to best practice in health care policy and service delivery . * Excellent MS Office skills to include, Word, Excel and PowerPoint * Knowledge and experience of using an email system effectively e.g. Outlook, Lotus Notes   **Planning & Organising**  *Demonstrate:*   * Strong planning and organising skills including, structuring and organising own work load and that of others effectively * Excellent time management skills to meet objectives within agreed timeframes and achieve quality results * Effective project management capability and the capacity to manage multiple projects concurrently * The ability to work to tight deadlines and operate effectively with multiple competing priorities * The ability to use computer technology effectively for the management and delivery of results   **Evaluating Information, Problem Solving & Decision Making**  *Demonstrate:*   * The ability to gather and analyse information from relevant sources, weighing up a range of critical factors to develop solutions and make decisions as appropriate * Ability to make sound decisions with a well-reasoned rationale and to stand by these * Initiative in the resolution of complex issues * A capacity to develop new proposals and put forward solutions to address problems   **Interpersonal and Communication Skills**  *Demonstrate:*   * Excellent communication and interpersonal skills in order to deal effectively with a wide range of stakeholders * Excellent interpersonal and networking skills. * The ability to present information clearly, concisely and confidently when speaking and in writing. * The ability to build and maintain relationships with a wide range of stakeholders on an individual and team basis to assist in performing the role.   **Leadership & Teamwork**  *Demonstrate:*   * Leadership skills, vision and competencies to manage the implementation of the breastfeeding action plan. * The ability to organise people and resources to ensure that objectives can be met within budget and specified timeframes to high standards. * Skills in networking, relationship-building, partnership working and liaison. * Initiative and capacity to lead and motivate staff in a changing environment. * Ability to work on own initiative, to prioritise workload and to work co-operatively within a team. * Flexibility and willingness to adapt. * An ability to achieve results through collaborative working   **Commitment to a Quality Service**  *Demonstrate:*   * A commitment to developing own knowledge and expertise * Evidence of practicing and promoting a strong focus on delivering high quality customer service for internal and external customers. The ability to document effectively and appropriately. * An ability to cope with competing demands without a diminution in performance * A commitment to providing a professional service to internal and external stakeholders |
| **Campaign Specific Selection Process**  **Ranking/Shortlisting / Interview** | A ranking and or shortlisting exercise may be carried out on the basis of information supplied in your CV. The criteria for ranking and or shortlisting are based on the requirements of the post as outlined in the eligibility criteria and skills, competencies and/or knowledge section of this job specification. Therefore it is very important that you think about your experience in light of those requirements.  Failure to include information regarding these requirements may result in you not being called forward to the next stage of the selection process.  Those successful t the ranking stage of this process (where applied) will be placed on an order of merit and will be called to a skills match meeting depending on the service needs of the organisation. |
| **Code of Practice** | The Health Service Executive will run this campaign in compliance with the Code of Practice prepared by the Commission for Public Service Appointments (CPSA). The Code of Practice sets out how the core principles of probity, merit, equity and fairness might be applied on a principle basis. The Code also specifies the responsibilities placed on candidates, facilities for feedback to applicants on matters relating to their application when requested, and outlines procedures in relation to requests for a review of the recruitment and selection process and review in relation to allegations of a breach of the Code of Practice. Additional information on the HSE’s review process is available in the document posted with each vacancy entitled “Code of Practice, Information for Candidates”.  Codes of practice are published by the CPSA and are available on [www.hse.ie/eng/staff/jobs](http://www.hse.ie/eng/staff/jobs) in the document posted with each vacancy entitled “Code of Practice, Information for Candidates” or on [www.cpsa.ie](http://www.cpsa.ie). |
| The reform programme outlined for the Health Services may impact on this role and as structures change the job description may be reviewed.  This job description is a guide to the general range of duties assigned to the post holder. It is intended to be neither definitive nor restrictive and is subject to periodic review with the employee concerned. | |

