



# Eastern Band of Cherokee Indians

## Job Description

<b>Position ID Number:</b>	215-1900-001	<b>Last Revised:</b>	05/18/2016
<b>Position Title:</b>	Breastfeeding Peer Counselor	<b>Department:</b>	WIC
<b>Reports to:</b>	WIC Manager	<b>Division:</b>	Public Health & Human Services

**Primary Function:** Serves as a role model and support person for pregnant women and new mothers on the WIC Program. The counselor provides education and support for WIC participants who plan to breastfeed or who are currently breastfeeding.

- Job Duties and Responsibilities:**
- Provides support and encouragement to prenatal and breastfeeding women participating in the WIC Program;
  - Assists with other breastfeeding specialists in teaching classes on breastfeeding;
  - Visits women in the hospital and at home;
  - Leads breastfeeding support groups;
  - Counsels women on basic lactation management;
  - Be an advocate for breastfeeding women in the health care system, community and work places;
  - Be a partner with health care professionals to promote breastfeeding;
  - Performs other duties as requested by supervisor;
  - Participates in professional development, training, seminars, and meetings as required;
  - May be necessary to work when Administrative Leave is granted if patient care would be compromised;
  - Performs job duties according to established safety guidelines and tribal policies.

**Education /Experience:** Completion of high school or equivalency. Prior to becoming a permanent employee, must satisfactorily complete a Breastfeeding Peer Counselor Training Course. Must have successfully breastfed an infant for 3 or more months. Must possess a valid North Carolina driver's license.

**Job Knowledge:** Must have basic knowledge of the social, economic, cultural and environmental conditions of clients to be served. Must be familiar with the community and available resources. Must have interpersonal skills for establishing rapport and relating to both the population served and to a variety of service disciplines (physicians, mid-wives, nutritionists, nurses, hospital staff and lactation consultants). Have the ability to communicate clearly both verbally and in writing. Have the ability to follow written and verbal instructions. Be open and willing to learn counseling techniques and communication skills. Must have knowledge of Cherokee culture and tribal operations.

**Complexity of Duties:** Deals with tasks which are varied. Must be able to follow procedures and guidelines which could require interpretation and application.

**Contact with Others:** Interacts frequently with WIC clients, coworkers, tribal employees, federal, state, and other health professionals. The nature of the work requires a high degree of tact, courtesy, and business etiquette. The position has frequent contacts with coworkers and program participants. Must represent the department to the general public, schools, organizations, agencies.

Responsible for ensuring all contacts are managed in a positive manner. As appropriate or when required, this position serves on various local, state, federal or national committees, boards and advisory councils.

**Confidential Data:** Has access to WIC participant applications, personnel files, payroll, budget information, and management discussions; which should be kept confidential. Complies with all tribal and Program confidentiality policies and procedures.

**Mental /Visual /Physical Effort:** Close concentration and attention to detail are required while performing most duties of the job. Is subject to frequent interruption, both by phone and in person, which requires varied responses with each contact. While in the office and field, the duties of this job routinely require standing, walking, sitting, kneeling, crouching, reaching, speaking, and hearing. The employee may occasionally lift up to 50 pounds. Must have manual dexterity, visual acuity, good eye/hand/foot coordination and be able to speak and hear. Requires the ability to abstract thought and switch rapidly to concentrate problem-solving skills.

**Environment:** Work will take place in a variety of settings which include the employee's home, WIC office, hospitals and the clients' homes. Conditions in the home will vary considerably. The peer counselor will need to assess whether or not she is in a safe environment on a case by case basis. Because the peer counselor needs to make phone calls to her clients, a phone at home is required. This may be a cell phone provided by the Program and used for program activities only. Phone calls from the peer counselor's home are to be expected. The employee must be comfortable working with other breastfeeding women and children.

**Extent of Supervision:** This position has no direct supervision responsibilities.

**Supervision Received:** Works under the direct supervision of the WIC Manager. Works independently with latitude for resourceful thinking to achieve department goals and objectives.

**Responsibility for Accuracy:** Close concentration and attention to detail are required in many tasks; subject to frequent interruptions, which will require varied responses. The duties and responsibilities of this position are comparable to other personnel who work in a clinic setting and who make hospital rounds or home visits. Observational skills and listening skills for identifying breastfeeding techniques and positioning that need correcting. Inappropriate actions or errors could result in diminished services. Responsible for the adherence to policy and procedure. Upon assessment, if scope of practice is exceeded, appropriate referrals are essential. The lack of this could result in jeopardy of mother and infant's health and well being.