



Job description			
<b>Job title</b>	Public Health (Breastfeeding) Programme Officer		
<b>Grade</b>	N		
<b>Directorate</b>	Health and Social Care		
<b>Service/team</b>	Public Health		
<b>Accountable to</b>	Consultant in Public Health		
<b>Responsible for</b>	N/A		
<b>JE Reference</b>		<b>Date Reviewed</b>	14 May 2025

### Purpose of the Job

This two-year fixed-term public health role will lead on public health programmes and activities related to breastfeeding and Knowsley's Family Hubs programme. The post will provide a vital role within the core public health team to effectively deliver its functions around system leadership to improve health. The post will work closely with the 0-19 service, the Family Hubs programme, the Early Years service, local businesses and other organisations and settings to build relationships, lead and drive forward system improvement to improve health outcomes for children and families. The postholder will lead, develop, and implement a range of evidence-based public health strategies and programmes, working with key partners to ensure an effective, efficient, and quality integrated health offer is achieved. This will focus on breastfeeding, but may also include other children's health-related areas.

### Duties and Responsibilities

This is not a comprehensive list of all the tasks which may be required of the postholder. It is illustrative of the general nature and level of responsibility of the work to be undertaken.

1. Act as the Public Health (Breastfeeding) Programme Officer responsible for ensuring that strategies and programmes respond to the health needs and characteristics of the local population, specifically that of children and families as set out in the Knowsley Breastfeeding Strategy 2025-2030, Knowsley 2030 Strategy, Joint Strategic Needs Assessment and Joint Health and Wellbeing Strategy.
2. Take lead responsibility for systematically assessing health inequalities related predominately to infants and people who breastfeed, but also to include their families and other settings. Work with partners across



disciplines and establish agreed priorities, reviewing and updating this work on a regular basis.

3. Take lead responsibility for ensuring that public health outcomes in relation to breastfeeding are improved, working with Family Hubs and public health outcome frameworks, including compiling reports and dashboards that demonstrate achievement of key performance indicators across key interventions. Report to senior managers and commissioning teams ensuring both qualitative and quantitative data are captured effectively and highlight areas of risk and mitigation.
4. Lead programme management responsible for the planning and execution of projects - including planning, designing, executing, and monitoring every aspect of multiple projects. To include:
  - Meeting with senior management across multi-disciplinary teams to identify project requirements, delivery timelines and costs.
  - Developing detailed project plans to guide multi-disciplinary teams, key stakeholders, staff members and parents based on changing needs and requirements.
  - Identifying and assigning project tasks based on the skill sets, experience, and strengths of staff members.
  - Monitoring project performance to ensure timely delivery.
  - Compiling and submitting project status reports to senior management across a multi-disciplinary team and to other stakeholders.
  - Leading and co-ordinating working groups with relevant stakeholders for efficient project implementation.
  - Displaying excellent leadership, customer relations and communication skills to liaise effectively with all stakeholders.
5. Design and implement appropriate medium- and long-term interdisciplinary and/or interagency health strategies, plans and programmes across a range of agencies working in Knowsley and within localities.
6. Design and align services that impact children's health across Knowsley, considering national government agendas and policies alongside non-government organisation policy reviews and recommendations in areas such as breastfeeding, infant feeding, maternal health and health inequalities.
7. Take responsibility for the development of integrated pathways to ensure services are accessible for all, particularly those with the greatest need. This will involve developing effective relationships with a wide range of internal and external partners within the Health and Social Care System,



including NHS commissioned services, Primary Care, Hospital Trusts, Local Authority Commissioned services, and Strategic Leads.

8. Lead on relevant partnerships and strategic groups focussed on key public health programmes, reporting into groups and acting as chair where appropriate.
9. Liaise with, and regularly report to, other strategic managers including Public Health leaders, and take responsibility for managing complex and sensitive information in providing regular solution-focussed progress reports.
10. Provide specialist advice and guidance, working with colleagues regionally and locally, leading on the evaluation and quality assurance of strategies and programmes related to breastfeeding.
11. Lead change management processes to support continuous improvement and deliver better outcomes, quality and value, working with members of the Public Health Team, colleagues within the Council, and staff in partner organisations.
12. Take lead responsibility for ensuring that public health initiatives and programmes relating to breastfeeding are underpinned by effective community, public and stakeholder engagement activities.
13. Take responsibility for the delivery of high quality, safe and effective services through the development and co-ordination of health processes such as research and production of academic reports; present varied, complex and/or sensitive concepts or information to a variety of audiences.
14. Lead - in liaison with relevant officers, including the Communications Team - the design and implementation of marketing and promotional material for breastfeeding and other relevant projects using platforms such as social media.
15. Work flexibly to meet the needs of the service. This will include working from any service base as required. It may also include some early mornings, evenings and weekend work which may take place in service users' homes. All public health staff within the service may be required to work across the whole of the borough.



## Knowsley Better Together – Staff Qualities



## Health and Safety

- To use equipment as instructed and trained.
- To inform management of any health and safety issues which could place individuals at risk.

## Data Protection and Information Security

- Implement and act in accordance with the Information Security Acceptable Use Policy, Data Protection Policy and GDPR.
- Protect the Council's information assets from unauthorised access, disclosure, modification, destruction or interference.
- Report actual or potential security incidents.