



## Job Description

Job Title: RCPC – Breastfeeding Peer Counselor  
Department: WIC  
Reports to: WIC Manager  
FLSA Status: Non – Exempt / Part Time, Flexible Schedule including Evenings and Weekends  
Revision Date: April 22, 2011

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### GENERAL POSITION SUMMARY

Under the direct supervision of the WIC manager, the WIC Breastfeeding Peer Counselor is a mother who is breastfeeding or has breastfed her own child(ren), that works as a paraprofessional support person who gives basic breastfeeding information and encouragement to WIC pregnant and breastfeeding clients.

### ESSENTIAL DUTIES AND RESPONSIBILITIES

- Attend breastfeeding training classes to become a peer counselor
- Counsels WIC pregnant and breastfeeding mothers in person during in-home, WIC Office or hospital visits and when necessary from a distance using various methods of communication including telephone, email, or mobile texts.
- Receives a caseload of WIC mothers and makes routine periodic contacts with all mothers assigned
- Gives basic breastfeeding information and support to new mothers, including telling them about the benefits of breastfeeding, overcoming common barriers, and getting a good start with breastfeeding
- Helps prevent and handle common breastfeeding concerns
- Must be available at various times of the day including evenings and weekends to provide support to mothers who are having breastfeeding problems
- Respects each client by keeping their information strictly confidential
- Keeps accurate records of all contacts made with WIC clients
- Refers mothers, according to clinic- established protocols to:
  - a. WIC nutritionist or breastfeeding coordinator
  - b. Lactation consultant
  - c. Mother’s physician or nurse
  - d. Public health programs in the community
  - e. Social service agencies
- Attends and assists with prenatal classes and breastfeeding support groups
- Attends monthly staff meetings and breastfeeding trainings as appropriate
- Uses and implements training and material read in assigned books on breastfeeding that are provided by the WIC Department



- May assist WIC staff in promoting breastfeeding per counseling through special projects and duties as assigned

**Training:**

- Completes the Loving Support through Peer Counseling online or in person training
- Completes other training as assigned; RCPC- WIC will offer the Peer Counselor one scheduled breastfeeding training per year
- Reads assigned books or materials about breastfeeding
- Attends breastfeeding classes and observes other peer counselors or lactation consultants helping mothers breastfeed if possible
- Alaska WIC program overview
- Confidentiality training
- Local agency orientation, policy training and requirements for employment screening
- Referral information and mandatory reporting requirements
- Orientation to breast pump policies
- Annual civil rights training

**Additional Duties**

- Assist in agency functions when required.
- Participate in WIC and agency meetings.
- May be required to travel short distances and work for small periods of time in other RCPC WIC locations, including FT. Wainwright and Eielson AFB. Long distance travel may also be required for training purposes.
- Other duties as assigned.

**KNOWLEDGE, ABILITIES AND SKILLS:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

- Avid multitasking
- Detail oriented with a high level of accuracy; motivated and willing to take initiative
- Team oriented
- Maintain strict confidentiality
- Excellent oral and written communication skills
- Excellent interpersonal skills
- Dependable
- Experience and/or desire to work in a non-profit environment and with families and children

**MINIMUM EDUCATION/EXPERIENCE:**

- Has successfully breastfed at least one baby for at least 6 months (does not have to be currently breastfeeding)



- Is enthusiastic about breastfeeding and wants to help other mothers enjoy a positive experience
- Is willing to work from home
- Works a flexible schedule, including weekend and evening hours
- Reflects the population served in age, ethnicity, education and language
- Positive communication skills
- Ideally a current or previous WIC participant
- High school diploma preferred

**ADDITIONAL EDUCATION/EXPERIENCE PREFERRED:**

- N/A

**PHYSICAL DEMANDS**

The physical demands and work environment described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Prolonged sitting or standing for long periods of time.
- Frequent walking.
- Frequent bending, stooping, reaching, pushing and pulling.
- Occasionally will lift up to 20 pounds.
- Normal vision range.
- Frequent rapid mental/hand/eye coordination and manual dexterity.