



Job Title: Lactation Consultant
Function: Service Delivery
Reports to: Clinical Leader
Last review date: July 2025

*Ngā hapori pakari. Ngā whānau māia. Ngā tamariki houkura.
Strong communities. Confident whānau. Thriving children.*

Whānau Āwhina Plunket – who we are and what we are about

Whānau Āwhina Plunket is a charity organisation and the largest service supporting the health and wellbeing of tamariki under-five and their whānau in Aotearoa. We're proud to visit over 80% of all newborn babies in Aotearoa and to support pēpē, tamariki and their whānau.

We aim to be a cohesive and effective national organisation grounded in evidence and best practice, with the needs of New Zealand whānau/families at the centre of everything we do.

Our Whānau Āwhina Plunket Goals are:

Pae Ora: Healthy Futures:

- **Mauri Ora:** Healthy babies and children
- **Whānau Ora:** Healthy confident families
- **Wai Ora:** Healthy environments and connected communities

We are on a pro-equity journey where we strive to give life to Te Tiriti o Waitangi principles of Tino Rangatiratanga, partnership, active protection, equity and options in our mahi/work to ensure healthy tamariki, confident whānau and connected communities.

Whānau Āwhina Plunket Values

In this role you will be expected to operate in a way that embodies and demonstrates Whānau Āwhina Plunket values as follows:

- **Māia** – to be courageous and lean into discomfort and challenge as we walk the path of pro-equity
- **Tūhono** – to connect and stand in relationship in calm and safe spaces (āhuru Mōwai)
- **Manaaki** – to care, love, nurture, support and mana enhancing. Respects mana atua, mana tīpuna, mana whenua, mana tangata
- **Māhaki** – to be humble as we share our knowledge experience to understand and learn from each other and foster trust.

Overview of the Service Delivery Function

This role is part of the Service Delivery team which delivers Whānau Āwhina Plunket services to whānau right across New Zealand. As a member of the Service Delivery team, you will help families and whānau to reach their goals and contribute to national and local initiatives that improve our performance.

Service Delivery team members work as part of one Whānau Āwhina Plunket team and are skilled and passionate, drive performance improvement and work with others to deliver services to families and whānau and delivery equitable health outcomes so that every child in Aotearoa New Zealand has the chance to be the best they can be.

Purpose of the Position

The purpose of the Lactation Consultant role is to provide consultations (virtual or in-person) with support and guidance to breastfeeding mothers, helping them to identify any breastfeeding challenges they may be experiencing, based on referrals that are received from PlunketLine and other frontline kaimahi, Allied Health professionals, as well as self-referrals. They will work closely with the whānau to assess breastfeeding techniques, provide current evidence-based information and to create a plan to resolve these challenges, including suggesting strategies and refer mothers to additional resources if necessary.

Key Dimensions of the Position

Delegations: The position's full delegations are set out in the Schedule of Delegations and may be amended from time to time.

Functional relationships: *To follow are the main positions that this role will coordinate with; they are not meant or intended to be exhaustive, exclusive or limiting:*

Internal:

- PlunketLine
- Clinical Leaders
- Frontline kaimahi
- Community Services
- Volunteers

External:

- Whānau
- Other Well Child and Allied Health Professionals/services.
- Other external agencies

Accountabilities

Lactation Consultant

- Assess, plan and develop breastfeeding management plans and provide ongoing support to ensure successful breastfeeding.
- Support whānau to implement individualised care plans to ensure the health and wellbeing of māmā and pēpi and develop strategies to meet māmā's breastfeeding goals.
- Counsel mothers on nutrition, lifestyle, and parenting practices related to breastfeeding
- Educate māmā on the health benefits of breastfeeding for both māmā and pēpi as appropriate.

- Using evidence-based best practice, assist māmā with the selection and proper use of breast pumps and other lactation equipment as appropriate.
- Provide emotional support and resources to help māmā overcome obstacles and challenges related to breastfeeding.
- Provide a listening ear, offering reassurance to māmā, enabling them to bounce ideas and troubleshoot with you.
- Listen for prompts to identify where further assessment and plan of care is required by a Registered Nurse or other health professional. *If referral to another service or health professional is required-this is written and sent with clearly documented intention for referral.*
 - Understanding and able to identify physical and mental risk factors for māmā or other whānau member.
 - Understanding and able to identify risk factors to pēpi or tamariki.
- Maintain knowledge of breastfeeding best practice, to ensure quality advice and up to date techniques are shared with māmā.
- Review case notes in health management system to understand possible risk factors already identified and clearly document each consultation.
- Demonstrate commitment to addressing health inequities related to priority populations and specific cultural groups.
- Support the delivery of Plunket’s vision, business and strategic plans through role modelling Plunket’s values, within a tangata tiriti context.

Relationship Building

- Build strong and trusted relationships with whānau over video conference or in person, to identify support needed and concerns they may have.
- Build strong internal relationships with Plunketline and other frontline kaimahi and other key stakeholders.
- Truly partner with māmā to understand their breastfeeding goals and work with them to achieve them.
- Maintain strong internal and external networks to leverage expertise and skills from others as needed.

Health & Safety

- Manage own personal health and safety, and takes appropriate action to deal with workplace hazards, accidents and incidents.
- Ensures safety for own and others at all times and observes health and safety practices in all workplace activities.
- Understand the responsibility individuals and their manager play in health and safety.
- Team training is up-to-date and all team members can demonstrate actions in an emergency that are specific to the workplace and are designed to keep individuals safe.
- Comply with relevant safety legislation, policies, procedures, safe systems of work and event reporting.
- Identify and report all incidents, accidents, and near misses in accordance with policy.

Position Description and Scope of Duties

The job holder is expected to perform such other duties as can reasonably be regarded as incidental to the position description, and such other duties reasonably within their experience and capabilities as may be from time to time assigned following consultation.

Once appointed a programme of work will be developed with the appointee that will set out the specific tasks and time frames to achieve the key deliverables for this position. Progress will be monitored through Whānau Āwhina Plunket’s performance and development programmes.

Person Specification

Qualifications and Background

The role will ideally possess the following technical skills/knowledge and personal attributes:

- A current International Certified Lactation Consultant (IBCLC) Qualification

Experience

- At least two years' experience as practicing lactation consultant.
- Demonstrated understanding of breastfeeding techniques.
- Experience working with and (evidenced-based) knowledge of breastfeeding products and equipment.
- Experience partnering with māmā to meet their breastfeeding goals.

Skills

- Strong verbal communications skills, with the ability to build a rapport over video conference and in person.
- Strong written communications skills, with the ability to clearly articulate agreed plans of care both externally and internally.
- Empathetic style, with strong active listening.
- Able to manage expectations and take ownership for results.
- Can collaborate and work effectively with others and supports the teams' goals
- Strong assessment skills to inform agreed plan of care and identify risk factors.
- Ability to remain calm, composed, positive and solution focused under pressure or when dealing with challenging situations.

I have read and understood the above position description and accept all the above responsibilities incorporated herein.

Incumbent Role

Date

Supervisor Role

Date