



# BREAST FEEDING PEER COUNSELOR JOB DESCRIPTION

Job Title: <b>Breast Feeding Peer Counselor</b>	
Dept./Division: <b>PHSS - WIC</b>	Job Class Code: <b>1530</b>
Pay Grade: <b>115</b>	PCN: <b>1530001</b>
FLSA: <b>Non-Exempt</b>	Effective Date: <b>February, 2026</b>
Representation Status: <b>Non-Represented</b>	Revision Date: <b>February 2026</b>
Reports To: <b>WIC Program Manager, Community Services Manager</b>	

## NATURE OF WORK

Under close supervision provides education, information, support and encouragement to WIC pregnant and breastfeeding women to meet their breastfeeding goals.

## ESSENTIAL FUNCTIONS:

*The following duties are the fundamental, crucial job duties performed by this position. This is not a comprehensive list of all tasks that may be assigned. Incumbent may be required to perform other duties as assigned and appropriate for the position.*

- Delivers breastfeeding information to clients (i.e.: individual counseling) during pregnancy and post-partum.
- Supports mothers to help meet their breastfeeding goals.
- Educates new mothers about successful breastfeeding techniques. (one-on-one and class setting)
- Consults with clients about basic breastfeeding management. Understands and utilizes referral/yield protocols as described in Peer counselor training.
- Completes reports, initial contacts, referral forms, contact log accurately and in a timely fashion.
- Completes documentation of client contacts and job-related telephone calls in a timely manner.
- Identification and referral of complex issues to appropriate resources.
- Demonstrates an understanding for and ability to manage time within the parameters set by the peer counselor project.
- Communicates with proficiency one-on-one, on the phone, and in writing.
- Adheres to and follows Lewis County Public Health and WIC confidentiality guidelines and release of information policy.

## WORKING ENVIRONMENT / PHYSICAL DEMANDS:

Work is performed in a standard office environment and off-site facilities; local hospital; light physical demands; frequent use of a personal computer; Ability to lift 20 lbs. Must be available to clients by phone when they need assistance, including early mornings, evenings, and weekends.

**QUALIFICATIONS:**

**REQUIRED:**

- High School Diploma or GED equivalent.
- Must have reliable transportation.
- Must have participated in the WIC program and breastfed one or more children for a minimum of six (6) months.
- Completion of USDA Loving Support Peer Counselor Training within 6 weeks of hiring.

**PREFERRED:**

- Bilingual skills (English/Spanish).

**COMPETENCIES (Knowledge, Skills, Abilities, and Behaviors):**

**Knowledge of:**

- Principles and practices of nutrition and child development.
- Reporting and documenting of child safety concerns.
- Principles of record keeping and records management.
- Business and personal computers, and standard software applications.

**Skills in:**

- Entering data into a computer system with speed and accuracy.
- Interacting with people of all social, economic, cultural and ethnic backgrounds.
- Maintaining accurate records.
- Operating a personal computer utilizing standard and specialized software.
- Establishing and maintaining effective working relationships with co-workers.
- Following verbal and written instructions.

**Ability to:**

- Learn and follow County policies and procedures.
- Learn applicable policies, procedures and regulations covering WIC nutritional health programs.
- Attend regularly scheduled staff meetings.
- Attend breastfeeding training as required by management and/or grant deliverables

**Behaviors:**

- Regular, reliable attendance.
- Collaborate to effectively convey information, active listening, and engage in constructive dialogue.
- Adaptability, adjusting to changing needs, embracing new challenges.
- Initiative, proactively seeking solutions, taking ownership of tasks.
- Professionalism, professional demeanor, respectful communication, follow-through.

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As the incumbent in this position, I have received a copy of this position description.

\_\_\_\_\_  
Employee's Name

\_\_\_\_\_  
Employee's Signature                      Date