

## Sample Job Description for WIC staff who manage the peer support program

**Title:** WIC Peer Counselor Manager/Supervisor/Coordinator  
(Note that duties may be split between two or more WIC staff.)

### General Description:

The supervisor of WIC breastfeeding peer counselors manages the breastfeeding peer counseling program on the Local agency level.

### Qualifications:

- Has demonstrated experience in program management.
- Has demonstrated expertise in breastfeeding management and promotion.
- Has credentials of an International Board Certified Lactation Consult (IBCLC) (at least one staffperson available through the local WIC agency or by contract) or has other certification in lactation management (e.g., CLE, CLC) or State-approved training in lactation management. (Other staff who are involved in managing and supervising and / or back up)
- Has a minimum of one year experience counseling breastfeeding women.

### Training

- Receives State-approved training in breastfeeding management.
- Participates in breastfeeding continuing education annually.
- Receives “Using *Loving Support* to Manage Peer Counseling Programs” training.

### Supervision:

The Peer Counselor Manger (or supervisor/coordinator) is supervised by the \_\_\_\_\_.

### Duties:

The WIC Peer Counselor Supervisor manages the WIC peer counseling program, including:

- Assists in establishing program goals and objectives.
- Assists in establishing peer counseling program procedures, protocols and policies.
- Determines peer counselor staffing needs.
- Recruits and interviews potential peer counselors in alignment with program policies and standards.
- Arranges for training of peer counselors.
- Mentors new peer counselors during the first six months, providing follow-up and guidance in the early days of the job.
- Provides ongoing supervision.
- Holds monthly meetings with peer counselors.
- Collects documentation records and data as appropriate.
- Monitors the program, including conducting spot checks.
- Routinely reports on the program to supervisor and/or State Breastfeeding Coordinator.
- Works with other peer counselor supervisors (if available) to assess for ongoing improvements to the program that may be needed.