

Job Posting for the National BCC Baby-Friendly Project Director

The Breastfeeding Committee for Canada (BCC) is a registered not for profit organization dedicated to the protection, promotion and support of breastfeeding and the implementation of the Baby-Friendly Initiative (BFI) in Canada. Created in 1991 the BCC's goal is to establish breastfeeding as the cultural norm for infant feeding within Canada. In 1998, the BCC identified the World Health Organization (WHO)/UNICEF Baby-Friendly Hospital Initiative (BFHI) – referred to as the BFI in Canada - as a primary strategy for the protection, promotion and support of breastfeeding, to establish evidence-based best practice standards and strengthen the continuity of care for all Canadian families, including babies who are fed human milk substitutes.

The mandate of the BCC is to oversee the implementation, assessment and monitoring of the BFI in Canada and to ensure compliance with the international WHO/UNICEF standards in BFI designated facilities. The BCC is identified as the National Authority for the BFI in Canada, implementing BFI through provincial and territorial action.

The BCC's vision is that **Canadian children are breastfed.**

The BCC is currently seeking a dynamic individual for the role of Project Director to revitalize and expand implementation of the Baby-Friendly Initiative to promote maternal infant health in Canada and increase breastfeeding rates. The term of this project is 2018-2023. The National BCC BFI Project Director reports to BCC Co-Chairs and manages the BCC BFI Innovative Strategies Project.

The Project Director will adapt, implement and evaluate a national quality improvement initiative in 25 hospitals across Canada. The incumbent is responsible for providing leadership and expertise in the application of quality improvement initiatives and project management. The Director works in collaboration with the BCC, provincial/national stakeholders and hospital leaders to increase the effectiveness and sustainability of the Baby-Friendly Initiative. A key mandate for this role will be to monitor and maintain the operating budget, track and report on progress toward targets.

Key Accountabilities

- Implement the update of the Baby-Friendly Initiative in Canada to reflect newly revised *Implementation Guidance: Protecting, promoting and supporting Breastfeeding in facilities providing maternity and newborn services -- the revised Baby-friendly Hospital Initiative (WHO, 2018)*
- Adapt, implement and evaluate a national quality improvement initiative that promotes the uptake of best-practices in maternity and newborn care to increase the number of facilities designated as “Baby-Friendly”.
- Recruit and support 25 hospitals across Canada to participate in the BFI QI process with the goal of successful Baby-Friendly Initiative designation.
- Coordinate the development of a communications strategy to raise awareness of the Baby-Friendly Initiative in Canada and enhance public education and awareness efforts related to maternal infant health and the importance of breastfeeding.
- Establish and support processes to ensure the sustainability of the Baby-Friendly Initiative.

Qualifications and Skills

- Knowledge of the BCC and the Baby-Friendly Initiative
- Graduate degree in relevant discipline (such as Nursing, Public Health, or Health Administration)
- Registered and in good standing with the appropriate health discipline.
- Experience as a project or program manager consultant
- 3-5 years of experience in quality improvement initiatives
- Leadership capabilities and experience managing people
- Expertise in managing budgets including business planning, variance analysis, and reporting.
- Excellent oral and written communication skills. (Bilingualism is considered an asset)
- Excellent computer skills (Microsoft Office suite, Social Media)
- Demonstrated analytical and critical thinking.

Please send all resumes and any questions related to the position to Marina Green at the confidential email breastfeedingcommitteecanada@gmail.com.

Please use **BFI Project Director** in the subject line.

Resumes will be accepted until October 5, 2018