

Community Action Program, Inc. of Western Indiana Job Description

Position: WIC Breastfeeding Peer Counselor

Immediate Supervisor: WIC Breastfeeding Coordinator and/or Coordinator

Supervisory Responsibility: None

Job Base: WIC Clinic(s) as assigned

FLSA Status: Non-Exempt

Classification: 3

Effective: October 1, 2025

General Summary of Position: Responsible for providing basic breastfeeding education and support to all pregnant and breastfeeding WIC clients.

Essential Functions:

- Display a positive reflection of the Indiana WIC program, both in the clinic and through community outreach activities, which may include local Farmers' Market events and collaborations with healthcare providers, non-profit organizations, and other community partners.
- Develop working relationships with other staff and partnering community agencies.
- Maintain a compassionate clinic environment that supports the needs of the community.
- Support and promote breastfeeding as the normative infant feeding method within the clinic environment.
- Provide all pregnant, postpartum, and breastfeeding clients with evidence-based breastfeeding support and education, within the clinic role's scope of practice.
- Ensure confidentiality of applicant and client information in accordance with WIC federal regulation.
- Follow all policies and procedures of the Indiana WIC program.
- Counsel clients with basic breastfeeding education and support, including anticipatory guidance and addressing common barriers to breastfeeding.
- Refer clients to appropriate WIC staff and healthcare providers as needed for further assessment.
- Help clients prevent and handle common breastfeeding problems.
- Lead and facilitate breastfeeding classes.
- Document required information in the Indiana WIC Management Information System (INWIC MIS).
- Participate in in-service education and staff meetings.
- Attend off-site conferences and meetings as needed or required by the position.
- Other duties, responsibilities, and activities may change or be assigned at any time with or without notice.

Core Performance Responsibilities:

A critical part of employee performance is the consistency of the employee in following Agency standards, rule and regulations, concerning timeliness of reports, quality and thoroughness of work performed, attendance, dress, compliance with administrative guidelines, leadership, teamwork, and the ability to work well with and show respect for others. These are critical to every job and employee in the agency.

- Ability to work independently.
- Work effectively on a multidisciplinary team.
- Flexibility during periods of program change.
- Effective communication, both orally and in writing.
- Capacity to facilitate discussion to address the needs of individuals.
- Demonstrate professionalism in a manner consistent with legal and ethical standards including WIC federal regulation.
- Operate standard office and computer equipment.
- Utilize Indiana WIC communication services to appropriately serve WIC clients.

Qualifications:

- A paraprofessional (does not have professional training in health, nutrition, or the clinical management of breastfeeding)
- Is representative of the population served at the local agency.
- Has breastfed at least one infant for at least six months within the last five years (does not have to be currently breastfeeding)
- Is enthusiastic about breastfeeding and wants to support other parents in their infant feeding journey

Work Environment:

- Available to work at least 10 hours per week (or more depending on their local agency requirements).
- Work completed in a fast-paced clinic setting. This may include interaction with the public, exposure to loud noises, and working in close proximity to others.
- Repetitive motion related to standard office work.
- Occasional travel between clinics and to required statewide conferences.
- May be required to communicate with clients outside of normal clinic hours in an environment that promotes client confidentiality.