



## CLASS SPECIFICATION

**Class Title:** WIC Peer Counselor  
**Department:** Health – WIC  
**FLSA:** Non-exempt

**Class Code:** 5545  
**Grade:** 7  
**Eff Date:** 10/14/2011  
**Revised:** 03/09/2026

### GENERAL PURPOSE

Under the general supervision of the WIC Bureau Manager, performs paraprofessional support duties in providing breastfeeding information and encouragement to WIC prenatal and post-partum participants.

### EXAMPLE OF DUTIES

Makes routine and periodic contacts with assigned WIC caseload as required by program guidelines; accurately documents all contacts with WIC clients. Prepares and submits monthly reports on assigned caseload activity.

Provides basic breastfeeding information and support to new mothers, describing benefits of breastfeeding, common barriers, concerns and techniques.

Counsels WIC pregnant and breastfeeding mothers in the clinic, by telephone, text, or email, as established by the local WIC clinic. Maintains strict confidentiality and professionalism regarding all client information in accordance with privacy standards.

Facilitates referrals to community resources—including nutrition, lactation, public health, and social services—in strict adherence to established protocols. Facilitates and supports the delivery of prenatal education and breastfeeding support groups to enhance participant engagement and learning.

Participates in regular staff meetings, professional development training sessions, and relevant committees to advance WIC program knowledge and breastfeeding support expertise.

Proactively engages in professional development through assigned literature and webinars to maintain current expertise in lactation support. Collaborates with WIC staff to advance breastfeeding peer counseling through strategic projects and cross-functional support as assigned.

Operates a motor vehicle in a safe manner and in compliance with all Utah laws and regulations.

Performs related duties as assigned.

### MINIMUM QUALIFICATIONS

#### 1. Education and Experience:

High school graduation or equivalent. Must have breastfed at least one baby, preferably within the last 5 years. Preference for fluency in Spanish and English (fluency defined as proficiency level in both languages as evidenced by the ability to verbally interpret from English-to-Spanish and from Spanish-to-English, as well as the ability to translate written documents from English-to-Spanish and from Spanish-to-English).

### 2. **Special Requirements:**

Must successfully complete all required training as mandated by the Utah WIC Program and the Food and Nutrition Service (FNS) WIC Breastfeeding Peer Counselor Curriculum.

Employees driving a personal or a county vehicle for job related travel must possess a valid driver license, maintain the minimum vehicle liability insurance as specified in the Utah Code, and must operate a motor vehicle in a safe manner; new employees with an out-of-state license must obtain a valid Utah Driver License within sixty (60) days of hire date (exceptions for military personnel and their dependents).

### 3. **Necessary Knowledge, Skills and Abilities:**

**Knowledge of:** peer counseling principles, regulations, and eligibility requirements; breastfeeding benefits; WIC policies, procedures, and practices.

This position may require the driving of a motor vehicle; skill in operating a motor vehicle in a safe manner; ability to ensure motor vehicle is operating in a safe manner; knowledge of Utah motor vehicle rules and regulations.

**Skill in:** keyboarding as required by the position; using Microsoft Word and Excel, Google Suite apps; operating modern office equipment including computers and all applicable software programs/applications, including Teletask, a communication platform for SMS communication and performing data entry using a web-based management information system.

**Ability to:** teach breastfeeding skills to others; exercise strict confidentiality; work a flexible schedule; facilitate support groups; follow written and oral instructions; establish and maintain effective working relationships with supervisors, other employees, WIC clients, and the general public; communicate effectively (orally and in writing); follow written and oral instructions.

## WORKING CONDITIONS

Duties are performed primarily in WIC clinics, which typically have a moderate to high noise level and can be crowded, fast-paced, and subject to constant interruptions or distractions. Frequent close contact with the public, including infants and may occasionally involve interacting with temperamental or emotional clients under stress. May involve potential exposure to bloodborne pathogens and communicable diseases, requiring strict adherence to safety and sanitation protocols. Frequent close visual and mental attention for tasks. Extended periods of sitting, (talking on the phone, texting, counseling), frequent standing, and walking; requires bending, stooping, kneeling, reaching and occasionally lifting up to 30 pounds. Handling of objects, tools, or controls, such as assembling and cleaning breast pumps.

The above statements are intended to describe the general nature and level of work being performed by persons assigned to this job. They are not intended to be an exhaustive list of all duties, responsibilities and skills required of personnel so classified. **All requirements are subject to possible modifications to reasonably accommodate individuals with disabilities.**