



## **Newborn Care International, LLC Job Analysis Evaluation Report**

The Newborn Care International (NCI) Job Analysis Evaluation Report focuses on the roles and responsibilities associated with the position of a newborn care specialist. Candidates for the position of newborn care specialist must first and foremost be experts in newborn care with experience as a newborn care specialist. Applicants are responsible many aspects under the role. Therefore, the position is evaluated in terms of educational skills as well knowledge of newborn care.

### **Newborn Care Specialist**

The NCI requires all applicants to be skilled and experienced as newborn care specialists. The following defines the profession of newborn care specialist and outlines the roles and responsibilities associated with the career field.

A Newborn Care Specialist (NCS), also known as an Infant Care Specialist or “Baby Nurse” specializes in helping families transition to life with a newborn. They provide assistance to the family in the form of newborn care and parental instruction to develop confidence and facilitate the understanding of practical skills required for life with a newborn.

To refine the responsibilities associated with the NCS profession, the NCI surveyed 15 SME newborn care specialists with a minimum experience level of five years. The SME participants were asked to identify responsibilities they believe fall within the role of a NCS. The results are listed in Appendix 1.1.

### **Industry Estimates:**

The NCI created the following estimates based upon analysis of social media groups as well as data analysis of client care requests from industry leaders.

- Approximately 6,000 individuals identify as “Newborn Care Specialists.”
- We estimate less than half of these individuals have undergone professional certification.
- The United States Internal Revenue Service reported approximately 356,000 individuals in the U.S. to be either nannies or au pairs. This provides a strong market for potential applicants seeking certification in the field.
- We estimate there to be between 20,000 to 30,000 unique requests from parents seeking the assistance of a Newborn Care Specialist.
- The average length of each contract is 52 days.
- The NCI seeks to be the first accredited newborn care specialist certification organization.

**NCS Professional Standards:**

There are no current accredited certification programs. The requirements that are acquired through Newborn Care International are generally deemed reputable and accepted as a suitable requirement to become a Certified NCS. The role of the NCS takes place in the home of private clients; therefore professionalism is of the utmost importance. All newborn care specialists should maintain an unimposing demeanor, but consistently communicate with the clients to ensure they are meeting the expectations of care. It is additionally recommended all newborn care specialists maintain record of both federal and regional background checks to demonstrate the absence of a criminal record.

Due to the nature of the position, the performance standards of a NCS are difficult to assess. Client feedback is crucial to assessing the performance of an NCS. While all clients have different personalities and expectations, consistent positive feedback from clients demonstrates success as an NCS.

**Method of Study:**

NCI used several methods to conduct the Job Analysis Study.

- Interviewing SME's
- Use of Questionnaire (Common Metric Questionnaire)
- Utilizing Background Information

Job Analysis is conducted every two years.

**Regulations:**

The NCI is aware that these need to address federal laws and regulations including, but not limited to, the:

- Civil Rights Act of 1964 (CRA 1964; Title VII)
- Civil Rights Act of 1991 (CRA 1991)
- Americans with Disabilities Act (ADA)
- Age Discrimination in Employment Act (ADEA)
- Federal Uniform Guidelines for Employee Selection Procedure
- OFCCP Federal Contractor Requirements and Regulations

The NCI will continually abide by these regulations and strongly encourage participants and affiliates to operate within the aforementioned regulations.

## Appendix 1.1

# Job Analysis

On a scale from 1-5, with 5 being very important and 1 being not necessary, how do you rank the following duties for the role of Newborn Care Specialist.

Safe Sleep Implementation	0.00%	0	0.00%	0	0.00%	0	0.00%	0	100.00%	12	12	5
Good hand hygiene	0.00%	0	0.00%	0	0.00%	0	0.00%	0	100.00%	12	12	5
Comfortable handling a newborn	0.00%	0	0.00%	0	0.00%	0	0.00%	0	100.00%	12	12	5
Formula handling	0.00%	0	0.00%	0	0.00%	0	0.00%	0	100.00%	12	12	5
SIDS	0.00%	0	0.00%	0	0.00%	0	0.00%	0	100.00%	12	12	5
Bottle Feeding	0.00%	0	0.00%	0	0.00%	0	0.00%	0	100.00%	12	12	5
Newborn Warning Signs	0.00%	0	0.00%	0	0.00%	0	0.00%	0	100.00%	12	12	5
Swaddling	0.00%	0	0.00%	0	0.00%	0	8.33%	1	91.67%	11	12	4.92
Diapering	0.00%	0	0.00%	0	0.00%	0	8.33%	1	91.67%	11	12	4.92
Safe Breastmilk storage	0.00%	0	0.00%	0	0.00%	0	8.33%	1	91.67%	11	12	4.92
Creating appropriate schedules	0.00%	0	0.00%	0	0.00%	0	16.67%	2	83.33%	10	12	4.83
Compassion	0.00%	0	0.00%	0	0.00%	0	16.67%	2	83.33%	10	12	4.83
Respect of Privacy and Property	0.00%	0	0.00%	0	0.00%	0	8.33%	1	91.67%	11	12	4.92
Hunger Cues	0.00%	0	0.00%	0	0.00%	0	16.67%	2	83.33%	10	12	4.83
Burping methods	0.00%	0	0.00%	0	0.00%	0	16.67%	2	83.33%	10	12	4.83
Caring for a C-Section Mother	0.00%	0	0.00%	0	41.67%	5	41.67%	5	16.67%	2	12	3.75
Umbilical cord care	0.00%	0	0.00%	0	0.00%	0	33.33%	4	66.67%	8	12	4.67
Diaper Rash Care	0.00%	0	0.00%	0	0.00%	0	33.33%	4	66.67%	8	12	4.67
Adaptability to new environments	0.00%	0	0.00%	0	8.33%	1	16.67%	2	75.00%	9	12	4.67
Communication Skills	0.00%	0	0.00%	0	0.00%	0	41.67%	5	58.33%	7	12	4.58
Sleep Conditioning	0.00%	0	0.00%	0	8.33%	1	25.00%	3	66.67%	8	12	4.58
How to switch formulas	0.00%	0	0.00%	0	8.33%	1	33.33%	4	58.33%	7	12	4.5
Signs of allergic reaction to dairy	0.00%	0	0.00%	0	8.33%	1	33.33%	4	58.33%	7	12	4.5
Pace feeding	0.00%	0	0.00%	0	16.67%	2	16.67%	2	66.67%	8	12	4.5
Mastitis Warning Signs	0.00%	0	0.00%	0	16.67%	2	16.67%	2	66.67%	8	12	4.5
Ability to seek reliable/scientifically backed resource	0.00%	0	0.00%	0	16.67%	2	33.33%	4	50.00%	6	12	4.33
Nipple Types	0.00%	0	0.00%	0	8.33%	1	50.00%	6	41.67%	5	12	4.33
Postpartum Depression	0.00%	0	8.33%	1	8.33%	1	25.00%	3	58.33%	7	12	4.33
How to assemble breast pump parts	0.00%	0	0.00%	0	8.33%	1	50.00%	6	41.67%	5	12	4.33
Fever Care	0.00%	0	0.00%	0	16.67%	2	33.33%	4	50.00%	6	12	4.33
Cultural Competency	0.00%	0	0.00%	0	25.00%	3	16.67%	2	58.33%	7	12	4.33
Acid Reflux Knowledge	0.00%	0	0.00%	0	8.33%	1	58.33%	7	33.33%	4	12	4.25
Newborn Reflexes	0.00%	0	0.00%	0	25.00%	3	25.00%	3	50.00%	6	12	4.25
Proper bathing techniques	0.00%	0	0.00%	0	8.33%	1	58.33%	7	33.33%	4	12	4.25
Dr. Karp's 5 S's	0.00%	0	8.33%	1	8.33%	1	33.33%	4	50.00%	6	12	4.25
Colic Relief	0.00%	0	0.00%	0	25.00%	3	41.67%	5	33.33%	4	12	4.08
Premie Development	0.00%	0	8.33%	1	16.67%	2	33.33%	4	41.67%	5	12	4.08
Stages of milk making	0.00%	0	0.00%	0	33.33%	4	25.00%	3	41.67%	5	12	4.08
Premies Facts	0.00%	0	0.00%	0	25.00%	3	41.67%	5	33.33%	4	12	4.08
Breast pumps	0.00%	0	0.00%	0	16.67%	2	58.33%	7	25.00%	3	12	4.08
Bottle Types	0.00%	0	0.00%	0	8.33%	1	83.33%	10	8.33%	1	12	4
Premie Issues	0.00%	0	0.00%	0	25.00%	3	50.00%	6	25.00%	3	12	4
Sleep Training Methods	0.00%	0	0.00%	0	25.00%	3	50.00%	6	25.00%	3	12	4
Postpartum Anxiety	8.33%	1	8.33%	1	8.33%	1	25.00%	3	50.00%	6	12	4
Breastfeeding Contraindications	0.00%	0	0.00%	0	25.00%	3	50.00%	6	25.00%	3	12	4
Breast Milk Production	0.00%	0	0.00%	0	25.00%	3	50.00%	6	25.00%	3	12	4
Car seat basics	0.00%	0	0.00%	0	50.00%	6	8.33%	1	41.67%	5	12	3.92
Proper Latch Assessment	0.00%	0	0.00%	0	41.67%	5	25.00%	3	33.33%	4	12	3.92
Engorgement Management Techniques	0.00%	0	0.00%	0	50.00%	6	16.67%	2	33.33%	4	12	3.83
Setting up a business	16.67%	2	16.67%	2	50.00%	6	0.00%	0	16.67%	2	12	2.83
Knowledge of updated products	0.00%	0	0.00%	0	33.33%	4	58.33%	7	8.33%	1	12	3.75
Positional Plagiocephaly	0.00%	0	8.33%	1	25.00%	3	50.00%	6	16.67%	2	12	3.75
Administering Medication	0.00%	0	8.33%	1	25.00%	3	50.00%	6	16.67%	2	12	3.75
Premie experience	0.00%	0	8.33%	1	41.67%	5	25.00%	3	25.00%	3	12	3.67
Multiples Facts	0.00%	0	0.00%	0	50.00%	6	33.33%	4	16.67%	2	12	3.67
Apnea Monitors	0.00%	0	8.33%	1	58.33%	7	25.00%	3	8.33%	1	12	3.33
Triplet Care	0.00%	0	16.67%	2	58.33%	7	16.67%	2	8.33%	1	12	3.17
Baby Friendly Hospitals	0.00%	0	25.00%	3	50.00%	6	16.67%	2	8.33%	1	12	3.08
Galactogues	0.00%	0	25.00%	3	50.00%	6	8.33%	1	16.67%	2	12	3.17
Cloth Diapering	0.00%	0	33.33%	4	41.67%	5	16.67%	2	8.33%	1	12	3
Website Building	41.67%	5	8.33%	1	41.67%	5	0.00%	0	8.33%	1	12	2.25