

CONSULTANT MIDWIFE

Candidate Pack



Our Trust

At The Shrewsbury and Telford Hospital (SaTH), our vision is to provide excellent care for the communities we serve. Working together across our teams, we provide district general hospital services for around half a million people in Shropshire, Telford & Wrekin, and mid-Wales.

Our main service locations are The Royal Shrewsbury Hospital and The Princess Royal Hospital, Telford, which together provide 99% of our activity. Alongside these, we also provide community and outreach services across the local area.

As one of Shropshire's biggest employers with around 7,000 staff, we offer a wide range of opportunities to build a rewarding career across both clinical and non-clinical roles. Our people are dedicated and passionate, working together to deliver the best patient care. No matter your role, you'll be joining a supportive team environment where you'll be able to make a real difference for our patients.

We are committed to supporting you at every stage of your career with us, whether you're starting something new or looking to take the next step into leadership. With strong partnerships and our newly awarded university hospital status, you'll have access to excellent education, mentoring and experience to help you thrive.

Our Vision

"To provide excellent care for the communities we serve"

We believe that by adhering to our Vision and working with our Values in mind we can behave in a way which will ensure the right results for the people that matter most – our patients and their families.

Our Values



Poppy's Promise

Poppy's Promise is a compassionate care initiative introduced within this Trust to enhance communication, respect and empathy across every aspect of patient care.

The initiative was founded by Katie Russell, following the loss of her daughter Poppy, who tragically died at just twelve hours old due to failures in care and communication. Born from that experience, Poppy's Promise serves as a powerful reminder that while clinical skill saves lives, it is compassion, listening and respect that define the quality of care and human connection. By embedding this promise across our organisation, we ensure that no patient or family ever feels unseen, unheard, or uncared for.

Poppy's Promise is a five-stage framework that supports NHS staff to provide compassionate, consistent and patient-centred care. It aims to create a culture where empathy and communication are prioritised at every level - from education and recruitment to daily patient interactions.

At the heart of the initiative lies the C.A.R.E. framework, which outlines four guiding principles for staff to follow. The CARE principles form the foundation of Poppy's Promise. They describe the behaviours, attitudes and values that underpin every interaction — between staff and patients, staff and families, and colleagues with one another.

CARE is not an additional task. It is how care is delivered.

C.A.R.E. Meaning and Practice

Compassion - Demonstrate genuine kindness, empathy and humanity in every interaction.

Compassion means recognising the emotional as well as the physical needs of patients, families and colleagues, and responding with care, patience and understanding. Small acts of compassion can have a lasting impact.

Acknowledge - Actively listen and be fully present.

Use eye contact, names and open body language, and acknowledge the individual's feelings, concerns and lived experience. Every person should feel seen, heard and taken seriously.

Respect - Treat everyone with dignity, honesty and fairness at all times.

Respect individual differences, personal circumstances and lived experience. Trust is built through respectful behaviour, consistency and integrity.

Empower - Enable people to be active participants in their care and work.

Communicate clearly, encourage questions and shared decision-making, and ensure patients, families and colleagues feel informed, confident and included.

Poppy's Promise is more than a framework - it represents a cultural shift towards human-centred care. By adopting these principles, we:

- Strengthen trust and communication between staff and patients
- Reduce avoidable harm through better understanding and listening
- Improve patient experience and staff wellbeing
- Foster a culture of openness, empathy and shared responsibility

Every member of staff has a role to play in bringing Poppy's Promise to life. Whether you are clinical, administrative or support staff, compassion and communication are part of everyone's role.

In daily practice, you can:

- Take a moment before entering a patient's space - centre yourself, focus on the person, not the task
- Use clear, respectful and kind language
- Listen without interruption and acknowledge emotions expressed
- Be honest and transparent, even when conversations are difficult
- Reflect after interactions - consider how your approach made the patient or family feel

All staff within the Trust are expected to:

- Uphold the values of Poppy's Promise in all patient and colleague interactions
- Attend any training, workshops or refreshers provided as part of the initiative
- Support colleagues in modelling compassionate behaviours
- Raise concerns constructively when communication or respect fall short
- Reflect these principles in both professional and personal conduct within the workplace

Together, we can make every interaction an opportunity to care, listen and make a difference.

That is Poppy's Promise.

Job Summary

This summary has been generated using AI to provide a clear and accessible overview of the role. It is intended to support candidates who may find the full job description harder to read, such as those who are neurodiverse, have learning disabilities or lower literacy levels. Our goal is to make the application process more accessible and inclusive for everyone

- The role leads work to make sure maternity care is safe, personal and based on women's needs.
- It provides strong professional leadership, supporting midwives to grow in confidence and skills.
- It helps shape the vision and plans for improving maternity services across Shrewsbury and Telford.
- It works closely with senior leaders, clinical teams and families to make sure care is joined up and high quality.
- It supports staff training, learning and development to keep practice safe and up to date.
- It leads and supports research, audits and service improvements to make care better for women, babies and families.

Job Description

Job title:	Consultant Midwife
Grade:	8B
Site:	The Princess Royal Hospital, Telford
Accountable to:	Director of Midwifery
DBS required:	Yes

Job Purpose

An expert midwife to lead on strategic initiatives to promote and facilitate safe personalised maternity care in all clinical settings across Shrewsbury and Telford.

Provide professional leadership and role modelling in best practice models to offer choice and evidence-based practice, with a focus on listening to the experience of women/persons and their families to ensure women/people and their families remain the central focus of care.

The role will also be to lead and support midwives to accomplish their full potential as autonomous midwifery practitioners (within scope of practice) placing women/persons and their families at the centre of care planning.

Instrumental in supporting the development of the vision and strategy to improve maternity services as well as evidence of effective leadership.

As part of the role the Consultant Midwife will work closely with the Divisional Director of Midwifery/Nursing, Deputy Divisional Director of Midwifery/Nursing, the Midwifery Matrons and Managers, the Clinical Director and Deputy Clinical Director for Obstetrics and other key stakeholders to develop a Maternity Service that is responsive to the needs of women and its staff. The post holder will contribute to day-to-day operational issues ensuring any improvements required are embedded back into practice. The postholder will participate in the maternity on call rota.

The Consultant Midwife will have an educational commitment in ensuring midwifery practices are enveloped in all staff training programmes. They will also foster a climate of clinical excellence through clinical practice and collaborating with the multi-disciplinary team.

This will be achieved by:

- Working with the Divisional Director of Midwifery and Head of Midwifery the post holder will provide strategic and clinical midwifery leadership which reflects and supports current and future needs of the maternity services. The post holder will be involved in developing and maintaining collaborative working and good communication within the Directorate, to provide evidence based positive patient experience.
- Leading and sustaining service redesign and empowering midwives to meet the needs of the local population in line with key objectives outlined in local and national policy documents.
- Work collaboratively across the Local Maternity and Neonatal Maternity System (LMNS) to ensure local, regional, and national midwifery goals and policy are achieved

The post will be characterised by the following four principal functions of a Consultant Midwife: -

- Expert Midwifery Practice and Service Development
- Professional Leadership and consultancy function
- Education and Training Function
- Research, audit and evaluation function

Main Duties and Responsibilities

Expert Midwifery Practice and Service Development

- Function as an expert practitioner leading midwifery care and working in collaboration with the appropriate multi-disciplinary groups to meet the specific needs of pregnant women.
- Take the lead on innovating quality improvement developments and supporting staff to do so.
- Work for up to 50% of the time in clinical practice. This may be on a shift basis to work with different staff groups or/ and specialist clinics. This will depend on work priorities agreed with the Divisional Director of Midwifery
- Provide expert advice to staff and direct clinical care in all practice settings where required.
- Demonstrate advanced clinical skills and knowledge that informs practice decisions.
- Support staff in developing their competence to collaborate with women to facilitate personalised care.
- Counsel women who are requesting birth outside of guidance and provide ongoing co ordination of care.
- Develop strategies to ensure a woman with complex needs benefit fully from a multidisciplinary approach to their care
- Advise and support colleagues where standard protocols do not apply.
- Develop and maintain evidence-based guidelines for holistic pregnancy practice.
- Lead the development of staff to become confident in decision making through empowerment, support, and evidence-based knowledge.
- Encourage midwives to challenge traditional models of care and to facilitate changes in practice to facilitate women's choice and experience.

Professional Leadership and Consultancy Function

- Lead colleagues in the improvement of quality standards and to develop clinical midwifery practice across all areas.
- Ensure that the Midwife Led Unit/areas are fully used by women for whom care there is appropriate.
- Collaborate closely with the Director of Midwifery and senior midwifery team to ensure that midwives are confident to practice midwifery led care across all areas including birth at home.
- Capable of robust risk assessment and development of safe personalised care.

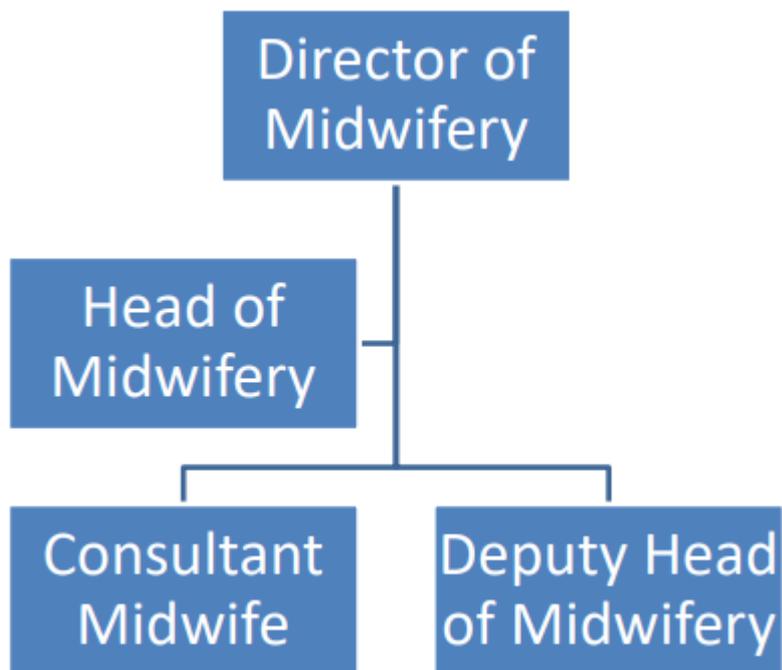
- Demonstrate a thorough understanding of local and national objectives and contribute to the strategic planning of maternity services.
- Work with the NHS England, LMNS, Neonatal Networks and other networks regarding aspects of strategic planning for midwifery and public health services.
- Represent Trust and Maternity services at all meetings/ conferences as designated by the Director of Midwifery.
- Communicate effectively with all stakeholders involved in the care of pregnant women.
- Navigate difficult conversations with families by explaining complex midwifery details clearly, gently, and emotionally supportive.
- Provide expert input across disciplines to secure improvements in quality thus improving the clients' experience.
- Provide written reports or presentations to support practice development.
- Be an active member of the Maternity Voices Partnership and any other group where the post holders' input would contribute to maternity service improvements.
- Be a member of the Consultant Midwife Network
- Work with the clinical leads for Obstetrics to ensure effective working relationships between staff groups.
- Raise the profile of the maternity services by building relationships with external and national groups.

Training and Quality Improvement

- Support and work with the Governance and Educational lead to deliver the objectives of educational roles, planning a schedule of education and training that is pitched towards relevant aspects of service development.
- Create a supportive learning environment for all students and staff groups.
- Be an expert role model working alongside qualified midwives, midwifery and medical students.
- As a Trust representative look for opportunities to promote the role of Consultant Midwife and service initiatives where appropriate.
- Work in close liaison with the clinical co-ordinators to review and develop practice standards.
- Work with clinical leads to establish the learning needs of staff groups.
- Work with individuals following critical incidents to ensure the continual advancement of midwifery practice.
- Works proactively in collaboration with Obstetric Consultants, Director of Midwifery and Senior Midwives to review and evaluate midwifery services.
- Lead on and contribute to clinical research in conjunction and collaboration with Higher Education Institutions ensuring a culture of research which supports promotion of safe and personalised care.

- Initiates audit of practice and services and develop action for improvement when necessary.
- To interpret and evaluate information from multiple streams and ensure staff are updated so they can make informed judgements to when trying to improve practice.
- Provide advice on best practice arising from current and relevant research and facilitate the change process for new initiatives.
- Explore issues of midwifery practice that impact care provision, seek women's views, and feed the views back into service development.

Organisational Chart



Person Specification

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> Registered with the Nursing and Midwifery Council (NMC) as a Midwife. Master's degree or working towards other clinical health related subject or equivalent experience. Evidence of maintaining relevant continuing professional development. Teaching Qualification or equivalent experience 	<ul style="list-style-type: none"> Quality Improvement training or equivalent experience
Experience and knowledge	<ul style="list-style-type: none"> Evidence of substantial senior midwife experience. (Band 7 or above) Relevant clinical experience in a variety of areas of midwifery practice including community. Experience of leading change within a large complex organisation Evidence of undertaking teaching/research/audit and developing innovative midwifery practice Excellent understanding of NHS policy, agenda/drivers for change in maternity and neonatal services. High standard of written and analytical skills, including quality board reports. 	<ul style="list-style-type: none"> Experience of submitting successful applications for funding.

	<ul style="list-style-type: none"> • Experience in participating “Birth Options” clinics, navigating plans that sit outside of standard guidelines • Deep understanding of the evidence base regarding place of birth and it’s impact on maternal and neonatal outcomes 	
Skills	<ul style="list-style-type: none"> • Evidence of ability in strategic leadership. • Demonstrate ability to exercise a high degree of autonomy in making effective clinical decisions and judgements on difficult issues. • Well -developed influencing and negotiating skills. • Ability to complete demanding tasks/objectives against tight deadlines • Ability to network across organisational and professional boundaries. • Able to demonstrate a track record in leading service development, innovation and/or practice development initiatives 	
Other	<ul style="list-style-type: none"> • Commitment to safe, high quality maternity care. • Highly motivated and can motivate others. • Excels at relationship building and maintenance of positive working 	

	<p>relationships with service users, MNVP and local communities.</p> <ul style="list-style-type: none"> • Positive and optimistic, displaying confidence, exhibiting presence and vision. • Ability to take part in Senior Midwife on -call rota. • Ability to travel between the Trust's sites as required with cross site working. • Advanced communication for sensitive/ complex birth choices, ability to critique and apply research to practice 	
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General conditions

As they undertake their duties, all our people are required to uphold and demonstrate the Trust's core values of: Partnering, Ambitious, Caring and Trusted. Collaboration and partnership are also central to our approach in delivering our fundamental activities of patient care, teaching, and research.

Health & Safety

As an employee of the Trust you have a responsibility to:

- take reasonable care of your own Health and Safety and that of any other person who may be affected by your acts or omissions at work;
- co-operate with the Trust in ensuring that statutory regulations, codes of practice, local policies and departmental health and safety rules are adhered to;
- not intentionally or recklessly interfere with or misuse anything provided in the interests of health and safety.

Infection Prevention and Control

The prevention and management of acquired infection is a key priority for the Trust. Any breach of infection control policies is a serious matter which may result in disciplinary action. As an employee of the Trust you have a responsibility to:

- ensure that your work methods are compliant with the Trust's agreed policies and procedures and do not endanger other people or yourself;
- be aware of infection prevention and control policies, practices and guidelines appropriate for your duties and you must follow these at all times to maintain a safe environment for patients, visitors and staff;
- maintain an up to date knowledge of infection prevention and control, policies, practices and procedures through attendance at annual mandatory updates and ongoing continuing professional development;
- challenge poor infection prevention and control practices of others and to report any breaches, using appropriate Trust mechanisms (e.g. incident reporting policy).

Information Governance

The Trust is committed to compliance with Information Governance standards to ensure that all information is handled legally, securely, efficiently and effectively. You are required to comply with the Trust's Information Governance policies and standards. Failure to do so may result in action being taken in accordance with the Trust's Disciplinary Procedure.

- **Confidentiality and Security** - Your attention is drawn to the confidential and sensitive nature of information collected within the NHS. Whilst you are employed by the Trust you will come into contact with confidential information and data relating to the work of the Trust, its patients or employees. You are bound by your conditions of service to respect the confidentiality of any information you may come into contact with which identifies patients, employees or other Trust personnel, or business information of the Trust. You also have a duty to ensure that all confidential information is held securely at all times, both on and off site.
- **Disclosure of Information** - The unauthorised use or disclosure of information relating to the Trust's activities or affairs, the treatment of patients or the personal details of an employee, will normally be considered a serious disciplinary offence which could result in dismissal. Upon leaving the Trust's employment and at any time thereafter you must not take advantage of or disclose confidential information that you learnt in the course of your employment. Unauthorised disclosure of any of this information may be deemed as a criminal offence. If you are found to have permitted the unauthorised disclosure of any such information, you and the Trust may face legal action.
- **Information Quality and Records Management** - You must ensure that all information handled by you is accurate and kept up-to-date and you must comply with the Trust's recording, monitoring, validation and improvement schemes and processes.

Professional Standards and Performance Review

As an employee of the Trust you have a responsibility to:

- participate in statutory and mandatory training as appropriate for the post; and
- maintain consistently high personal and professional standards and act in accordance with the relevant professional code of conduct;
- take responsibility for the maintenance and improvement of personal and professional competence and to encourage that of colleagues and subordinates;
- participate in the Trust's appraisal processes including identifying performance standards for the post, personal objective setting and the creation of a personal development plan in line with the KSF outline for the post.

Safeguarding Children and Vulnerable Adults

We all have a personal and a professional responsibility within the Trust to identify and report abuse. This may be known, suspected, witnessed or have raised concerns. Early recognition is vital to ensuring the patient is safeguarded; other people (children and vulnerable adults) may be at risk. The Trust's procedures must be implemented, working in partnership with the relevant authorities. The Sharing of Information no matter how small is of prime importance in safeguarding children, young people and vulnerable adults.

- As an employee of the Trust you have a responsibility to ensure that:
 - you are familiar with and adhere to the Trusts Safeguarding Children procedures and guidelines.
 - you attend safeguarding awareness training and undertake any additional training in relation to safeguarding relevant to your role.

NHS Sexual Safety Charter

The Trust is committed to ensuring that all employees work in an environment that is safe, inclusive, and free from sexual misconduct, harassment, and discrimination. As a signatory to the NHS Sexual Safety Charter, the Trust upholds a zero-tolerance approach to sexual harassment and supports anyone affected by inappropriate behaviour. In accordance with the Workers Protection (Amendment of Equality Act 2010) Act 2023, the Trust has a statutory duty to take reasonable steps to prevent sexual harassment of its employees. All staff, are required to treat others with dignity and respect at all times and to cooperate with Trust policies, procedures and training designed to maintain a culture of safety, professionalism, and mutual respect.

Social Responsibility

The Trust is committed to behaving responsibly in the way we manage transport, procurement, our facilities, employment, skills and our engagement with the local community so that we can make a positive contribution to society. As an employee of the Trust you have a responsibility to take measures to support our contribution and to reduce the environmental impact of our activities relating to energy and water usage, transport and waste.

Continuous Improvement

The Shrewsbury and Telford Hospital NHS Trust aims to empower colleagues at all levels have the confidence, capability, passion, and knowledge, to test changes and make improvements at SaTH and in the communities we serve.

To support this, we have developed the SaTH Improvement Method, a structured approach to change that provides practical tools and techniques to help you understand what success looks like with clear aims, enables you to measure progress and plan meaningful improvements.

You won't be doing this alone. Whether you're new to improvement or already leading change, the Improvement Hub is here to guide you with expert advice, hands-on support, and a wide range of training opportunities to help you grow and thrive throughout your time at SaTH whilst making improvements in your area of work. Join us in shaping a culture of continuous improvement, where every colleague is supported to make a difference.

Equal opportunities and diversity

The Shrewsbury and Telford Hospital NHS Trust is an Equal Opportunities Employer, fully committed to fostering an inclusive workplace where all staff feel valued and able to thrive. We believe that a diverse workforce, reflective of our community, is essential for delivering the best patient care.

We will not discriminate against any job applicant or colleague based on any protected characteristic, including age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race (including colour, nationality, ethnic or national origin), religion or belief, sex, or sexual orientation. Selection for appointment, training, development, and promotion will be based purely on merit and the individual's ability to meet the role requirements.

As a post-holder, you have a personal responsibility to uphold the Trust's commitment to equality by treating all colleagues and patients with respect and dignity. You must actively support measures introduced to ensure equality of opportunity and will not discriminate, harass, or bully others, or condone such behaviour.

