

Job Description

Job title:	Director of Midwifery
Band:	8D (Subject to A4C banding)
Location:	The Princess Royal Hospital The post holder will be required to work across the Trust at any time throughout the duration of his/her contract, which may entail travel and working at different hospital.
To whom accountable:	Professional: - Chief Nurse - Director of Nursing, Midwifery & Quality. Managerial: - Care Group Director, Women & Children's Care Group
Responsible for:	The Director of Midwifery will provide the Professional Leadership, support and advice in relation to the delivery and development of our midwifery and maternity services. In addition, the post holder will provide advice about midwifery practice across the wider Trust and ensure successful achievement of the Trust vision

Job summary:

The Director of Midwifery is a key position, responsible to the Women & Children's Care Group Director, with a prime focus on the day-to-day delivery of high standards of women centered care across integrated care pathways and services.

The post holder is accountable for direct delivery of service at care group level including midwifery and maternity development programs, midwifery staffing including recruitment and retention, measuring and improving standards of care and the patient experience, in accordance with agreed objectives, targets, quality standards, budget management controls and resource constraints. The post- holder is pivotal to ensuring safe, timely and compassionate care is available to women and provided at all times

The post holder will be expected to demonstrate a highly visible, authoritative and democratic leadership style which is underpinned by the values of the Shrewsbury and Telford NHS Hospitals Trust

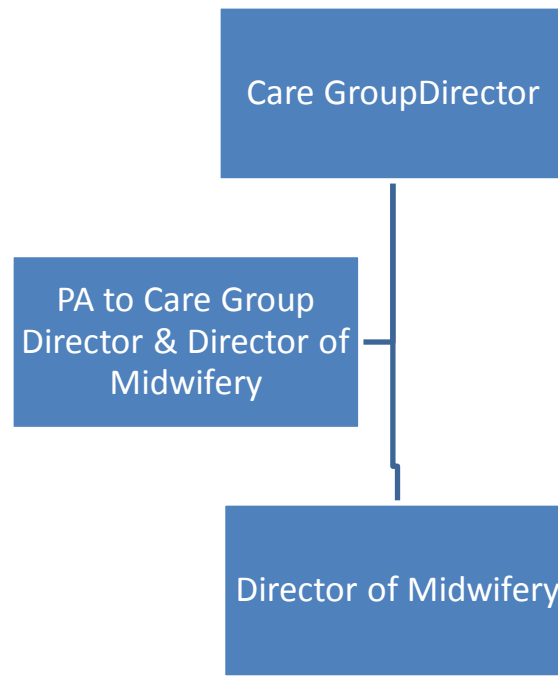
The Director of Midwifery is the professional lead for the Care Group on all matters relating to midwifery and maternity practice and provides advice to the Chief Nurse, Care Group Director, Clinical Director, General Managers and Trust Management Executive.

The Director of Midwifery will act as the Trust expert on midwifery and maternity issues both internally and externally and ensure that a culture of proactive professionalism is embedded and promoted. The Director of Midwifery will

also act as a role model for all Trust midwives at all times.

The post-holder will be an active member of the Trust Senior Nursing and Maternity Teams and the Care Group Leadership Team.

Organisational Chart



Key duties and responsibilities:

1. Strategic Development

- Contribute to the development of the midwifery profession through proactive involvement in local, regional and national forums. Represent the Trust on midwifery and maternity issues when required.
- Establish and maintain excellent external relationships essential to the delivery of a safe and high quality service and influencing public health, health visiting, safeguarding, social care and mental health service as key partnerships.
- Interpret overall health service policy and strategy in order to establish goals and standards.
- Contribute as required in coordinating the Trust's response to Department of Health initiatives to midwifery and maternity services, ensuring local application.
- Ensure that all statutory requirements are met and that all midwifery practice is consistent with the NMC Rules and Codes of Practice.
- Provide professional and operational advice and guidance at a senior level and expert advice to the Trust Board via the Chief Nurse.
- Contribute and provide professional advice to specific projects, and lead and manage designated work streams and projects as and when required.
- Provide effective midwifery and maternity input into the development of Care Group Strategy and Policy and the Division's Business Planning Cycle.
- As the most senior midwife within the Trust, develop maternity services by leading on the production of maternity strategy documents and policies and procedures as required.
- Provide expertise to the Care Group and Clinical Directors in identifying drivers for change and opportunities for growing, improving and redesigning maternity services and initiating strategic implementation plans.
- Lead the development and implementation of midwifery and maternity workforce monitoring, through the redesign of services and roles as appropriate, to provide improvements in service delivery.
- Develop strategies for effective recruitment and retention of midwives, and longer-term workforce plans.

- To be the lead midwife for multi-disciplinary audit working in partnership with the Care Group Director and the Consultant responsible for the clinical audit programme.
- Ensure close liaison with the University to ensure educational programmes meet the training needs of midwives.
- Is responsible for leading, developing and implementing a range of Trust, national and professional strategies, priorities, statutory regulations and guidelines, both across the division and Trust wide.
- Develop with maternity and midwifery staff a vision for maternity services across Shropshire, Telford & Wrekin.

2. Clinical and Professional Leadership

- Establish effective, professional, multi-disciplinary relationships both within the Trust and with outside organisations. Participate in regional and national meetings as appropriate.
- Maintain an up to date understanding of developments and changes in legislation, national policy and guidance that relate to all aspects of midwifery practice, and ensure that senior Trust personnel are kept up-to-date and informed of the likely impact on Trust services. Translate national policy into local action.
- Promote and maintain an evidence-based practice culture for maternity staff, ensuring the creation of effective local, regional and national networks to share good practice, and be responsible for wide dissemination and implementation of evidence.
- Provide professional leadership and guidance for all maternity staff ensuring appropriate structures are in place that support midwives at all levels, and act as a role model for midwives both internally and externally.
- Ensure compliance with policies, procedures and clinical guidelines, and participate in their development.
- Ensure that appropriately trained and competent midwives and non-registered support staff deliver effective care.
- Ensure all midwives comply with statutory mandatory training and registration requirements, including maintenance of records of training and development undertaken.
- Promote and encourage the career development of colleagues through involvement in training, research and education.
- Ensure that competent and capable midwife educators provide high quality training and education for midwives and that education programmes are updated and appropriate to meet current needs. Be instrumental in curriculum planning for midwifery education working collaboratively with the providers of both pre- and post-registration education.
- Lead the Senior Maternity Team in ensuring that all maternity staff have clear goals and objectives, regular appraisal and feedback on performance as well as personal development plans.
- Develop a culture that encourages midwives to be innovative, creative and challenging in the interests of patient care and professional practice.
- Act as professional lead for the conduct of midwives, ensuring that the Care Group Director is kept informed about misconduct issues. Recognise cases outside own area of authority and/or with wider public concern and seek advice and support from the Chief Nurse and/or Care Group director as appropriate.
- To be highly visible and approachable in clinical areas, and available to respond to mothers, relatives and the public by maintaining open and honest communication channels.
- Ensure that midwives comply with the Trust's standards for behavior and attitude and address any deficiencies.
- Assist the Clinical Director and Senior Maternity Team to minimise the risk of hospital acquired infection.
- To advise and support the Chief Nurse, members of the Women & Children's Care Group and Human Resources colleagues with workforce planning, professional development and clinical leadership across the Trust.
- To lead on and be professionally accountable for the quality of maternity service delivery, ensuring effective women centred care that meets national standards and agendas, research, training and development within the services.
- To promote the development and maintenance of high standards of care based on current evidence and within commissioned service specification, in order that the care offered is woman family centred, sensitive and responsive to service users.
- To work with the Care Group and Clinical Directors, senior clinicians of all disciplines and service users, to develop the annual service objectives and support their implementation.
- In collaboration with the Clinical Director, ensure an effective system to annual individual performance review is in place across the Directorate, that training and development needs are identified and confirmed personal development plans support personal, Care Group and Trust objectives.

3. Risk Management and Clinical Governance

- Lead the quality assurance and risk management process within the Women & Children's Care Group; designing and implementing structures to ensure compliance with policy through audit and ensuring there are robust governance structures for the prevention and management of complaints, clinical incidents and serious untoward incidents.
- Lead the Women & Children's Care Group compliance with the NHSLA Maternity Standards paying specific attention to the embedding of guidelines in clinical practices and robust documentation by all staff and putting in place the policy, practice and performance monitoring mechanisms to gain accreditation at higher NHSLA levels.
- Work in partnership with the Obstetric Clinical Director to ensure risk is appropriately managed and ensure prompt investigations of serious incidents in a manner which enables lessons to be learnt, communicated and embedded in practice.
- Monitor trends in complaints and untoward incidents and initiate changes in practice if indicated keeping the Care Group director informed.
- Ensure the prompt investigation of complaints relating to maternity services working in partnership with multi-disciplinary colleagues across the Women & Children's Care Group and Care Group Director and take the lead on second stage reviews.
- To be responsible for robust systems that regularly review midwifery and maternity policies and procedures with a particular focus on the quality of practice and management at ward or department level.
- Lead the completion of reports, relevant to portfolio, to the Board of Directors, commissioners and external bodies as required.

4. Operational performance

- To work in partnership with the Care Group Director and Senior Maternity Team in the on-going identification and operational delivery of schemes to contribute to the Trust Cost Improvement Programme (CIP) and to ensure that all schemes are assessed for their impact on quality.
- To ensure all resources are deployed to achieve best outcome with reference to the Trust and Service Business Plans
- To work together with the Care Group Director to ensure that business cases are robust, identifying both the operational and financial implications of options including the management of risk and impact on other stakeholders both internal and external to the Trust.
- Monitor the use and efficiency of bank midwifery staff making recommendations on usage.
- To ensure there is a robust communication framework within the Women & Children's Care Group which engages staff at all levels, promoting involvement in decision making and the delivery of corporate and Care Group objectives.
- Fully participate in the on-going development of the Trust's Electronic Patient Records system and ensure a high standard of documentation within the system and engender a culture of timely recording of information and effective processes are in place to monitor data quality.
- Participate in the Manager on call rota.

5. Terms of Appointment

The appointment is substantive. As a Registered Midwife you have a responsibility to:

- Maintain professional registration in line with NMC requirements
- Act always in accordance with the NMC code of conduct and guiding documents including re validation as and when required
- Adhere to Trust policies and procedures
- Maintain up-to-date skills and knowledge, and awareness of professional issues
- Maintain a professional portfolio

6. Miscellaneous

This job description is an outline of the key tasks and responsibilities of the Director of Midwifery is not intended as an exhaustive list. The job may change over time to reflect the changing needs of the Trust and its services as well as

the personal development needs of the post-holder. Any variation will be agreed in advance between the post-holder and the Care Group director as part of the continuing process of management review and development.

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; and
- co-operate with the Trust in ensuring that statutory regulations, codes of practice, local policies and departmental health and safety rules are adhered to; and
- 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; and
- 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; and
- 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; and
- 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 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; and
- take responsibility for the maintenance and improvement of personal and professional competence and to encourage that of colleagues and subordinates; and

- 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 Trust's Safeguarding Children procedures and guidelines.
 - you attend safeguarding awareness training and undertake any additional training in relation to safeguarding relevant to your role.

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

- Continuous improvement is a key aspect of daily work to be evidenced by personal commitment to contributing to the implementation of the Transforming Care Production System (TPCS) including the development and use of standard work.
- The Trust commitment to one continuous improvement method TPCS should be reflected in individual's continuing professional development plans (CPD) and all SaTH leaders are required to complete the lean for leaders training.
- As an employee you should be able to demonstrate how you continuously use the TPCS to improve patient care and staff experience supporting the Trust to deliver its organisation strategy