

MATERNITY DIGITAL SUPPORT OFFICER

Candidate Pack



Colleague Benefits

General

- 27 days annual leave entitlement, increasing with length of service, plus 8 bank holidays
- Flexible working policies
- Generous maternity pay and 2 weeks full pay paternity leave
- Colleague recognition scheme and long service awards
- Greener travel initiative, including cycle to work scheme and lift share
- Childcare information and support available, including onsite nurseries
- Discounted bus passes with Arriva

Financial

- Access to various local and national discounts via various external websites
- Salary sacrifice schemes
- Generous pension scheme
- Access to a financial support booklet
- Pre-retirement courses
- Free Will writing service
- Savings and Loan schemes

Learning and Development

- Coaching and Mentoring
- Leadership Academy – leadership and management training for all staff
- Access to E-Learning courses
- Apprenticeships – growing number of apprenticeship opportunities across all disciplines
- Secondment and acting up opportunities
- Support to complete qualifications whilst on the job

Wellbeing

- Coaching
- Mental Health First Aiders
- Chaplaincy
- Fast track physiotherapy service
- Free eye test vouchers
- Slimming World referral scheme
- Cervical screening service
- Long Covid support
- Access to wellbeing/rest rooms
- Menopause support
- Men's Health forms and MOT
- Discounts with local gyms



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.

- Provides day-to-day support for maternity staff in using digital systems and technology, helping to keep services running smoothly.
- Checks and improves the quality of data in maternity systems, ensuring information is accurate, complete and reliable.
- Helps staff with IT issues, provides training and support, and works with the Trust's IT teams to resolve problems quickly.
- Supports digital projects and new technology initiatives that improve the way maternity services work and communicate.
- Produces reports and analyses information to help teams make informed decisions and deliver high-quality care.
- Works closely with maternity leaders, clinical staff and external partners while maintaining confidentiality and providing excellent administrative support.

Job Description

Job title:	Maternity Digital Support Officer
Grade:	Band 4
Site:	The Princess Royal Hospital
Accountable to:	Lead Digital Midwife
DBS required:	Standard

Job Purpose

To provide day to day support to the staff working in the maternity services in the on-going use and development of the maternity information system. To provide administrative cover and help support data quality by performing daily quality control checks. To work independently to manage projects related to Maternity Digital Development and liaise with the Digital Team and senior Maternity leadership team to push forwards the Maternity Digital Strategy.

Main Duties and Responsibilities

The post holder is expected to

- Liaise with and escalate concerns to the Digital Midwife, Maternity senior team and/or clinical staff as appropriate.
- To support the data quality within Maternity by performing quality control checks on the Maternity Information System and escalating any issues to the Midwifery Leadership Team.

- Involvement in regular Team meetings engaging with staff members both from internal and external organisations to support the Digital Midwife and Maternity IT project teams by providing clerical & administration support.
- Support the Maternity Service with the installation and implementation of new IT equipment and applications.
- Support the Digital Midwife in the development of processes to improve communication and IT workflows across all areas of Maternity.
- Troubleshoot Maternity Information problems, assist with resolving day to day issues in all areas.
- Escalate any IT issues to Services and Systems as necessary and monitor resolution.
- Receive complex and sensitive information and process this, sending it on in a secure way. This data will sometimes need analysing, and feedback given to staff members who have made mistakes in a sensitive way.
- Retrieve data and compile reports whilst reviewing the quality of the information/data produced to ensure it meets required standards and is fit for purpose. Put processes in place to ensure that all required data is captured correctly.
- Provide administrative support for Maternity IT meetings.
- Deal with telephone calls and enquiries, ensuring that these are dealt with quickly and efficiently, forwarding messages to appropriate staff and/or escalating to Maternity Leadership Team as appropriate.
- Maintaining excel databases ensuring that all data is accurate.
- Booking meetings/events and training sessions both face to face and via Microsoft Teams including allocation of rooms.
- Provide systems training to any member of the MDT that might need training or support. This will include but not be limited to, presentations, one to one training, group training.
- To adhere to Trust and Departmental Policies and Procedures.
- Manage own workload and prioritise, including acting independently within clearly defined occupational policies.
- Be self-motivated with regards to their own training requirements including personal development and statutory and mandatory training.
- To maintain confidentiality at all times.
- Work alongside the Digital Midwife to identify and implement digital processes to support the ongoing digitalisation of the Maternity Service as a whole.
- Use EPR and the Maternity Information System to produce data reports.
- Ability to use analytical and judgement skills to evaluate service data reports to support the delivery of a high quality and efficient service.
- Ability to review the quality of information/data produced to ensure it meets required standards and is fit for purpose. Put processes in place to ensure that all required data is captured correctly.
- Deal with staff members courteously at all times, diffusing stressful situations where conflict may arise whilst overcoming barriers to communication.

- Interpretation of technical manuals and documentation and provision of instruction manuals for non-technical users including training in all modes of usage of systems, products and services providing information on the full range of capabilities including dealing with exception conditions.
- Liaise with service providers to evaluate and implement potential solutions with agreed field modifications and workarounds as directed.
- Work closely with the Trust's IT Department to ensure swift resolution of concerns.
- Assist service users in making more effective use of desk-top systems, products and services, investigating complex problem situations to diagnose underlying causes and helping users to recover or continue operation. This includes travel to Community Midwifery Units to ensure community based clinical staff receive adequate support and training.
- For all requests that cannot be resolved, provide an effective interface between users and service providers supplying all necessary diagnostic information, according to established procedures. Use judgement to set priority for resolution, monitor progress and apply escalation procedures for problems not progressing satisfactory.
- To assist with the design and maintenance of the Maternity EPR intranet page and other Maternity intranets sites/social media as required.
- To undertake such other duties as may from time to time be allocated within the scope of the job and appropriate to the grade.
- General office duties as required.
- To undertake such training or study as may be required to maintain, strengthen, or develop skills relevant to the post.
- To provide expert advice and guidance on all project matters to Trust management and staff involved in IT projects.
- Must be able to clearly present and report technical concepts and issues to both technical and nontechnical audiences Create, and report highlight and exception reports as appropriate.
- Research new technologies that may improve our service.
- Communicate clearly with a wide range of people, including senior managers, staff and stakeholders from all levels of the NHS and project team members.
- Develop and maintain an asset register for Maternity Equipment as needed, especially in relation to community team working.

Operational

- Responsible for reporting on progress of the project(s) to the digital Midwife and Senior Midwifery team as appropriate.
- To ensure robust programme and project plans, risk registers and change controls are in place.
- To evaluate post-implementation project reviews, realisation of benefits and lessons learned

Resource Management

- To ensure that best practice procedures are identified, and documentation followed.
- To support the timely and accurate execution of Digital projects to support business initiatives.
- Where applicable to support service level agreements with suppliers and to monitor service delivery to ensure the agreed targets and standards are met.
- To recommend actions to deal with remedial matters falling outside project tolerances.
- Organize and order a new equipment that might be required.
- Manage the collection of the unused equipment for repurposing/recycling.

Finance and Contract Management

- To provide admin support on project performance (cost, time, quality) at applicable meetings
- To provide admin support on project management techniques in the controlled start, development, and closure of projects within the EPR Programme.

Person Specification

	Essential	Desirable
Qualifications	• GCSE English and Maths (or equivalent). • Willingness to undertake further training relevant to the role.	• Training qualification or experience of delivering systems training.
Experience	• Excellent presentation skills • Experience of providing administrative support to meetings, projects or service developments. • Self-motivated and enthusiastic. • Flexible and adaptable to changing priorities. • Ability to maintain confidentiality and act with integrity at all times. • Strong commitment to supporting high-quality patient care through effective digital systems.	• Experience working with Health Care related IT systems. • Experience working in the NHS • Experience working with a Maternity Information System • Experience of data quality monitoring and validating
Knowledge and skills	• Relevant knowledge of current software & integration development tools, methodologies and standards. • Excellent IT skills, including Microsoft Office applications (Excel, Word, Outlook, PowerPoint and Teams). • Advanced Keyboard skills and knowledge of spreadsheet software such as Excel. • Excellent communication skills and experience of working as part of a team and lone working • Able to organise own workload prioritising appropriately	

	• Ability to work independently and use initiative while recognising when escalation is required. • Strong problem-solving and troubleshooting skills. • Ability to deliver training and support to individuals and groups. • High level of accuracy and attention to detail. • Ability to create and maintain reports, spreadsheets and databases. • Ability to build effective working relationships with staff at all levels. • Ability to deal sensitively with data quality issues and provide constructive feedback.	
Other	• Ability to travel between Trust sites, including Community Midwifery Units. • Ability to attend meetings and training across multiple locations where required.	

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 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.

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.

