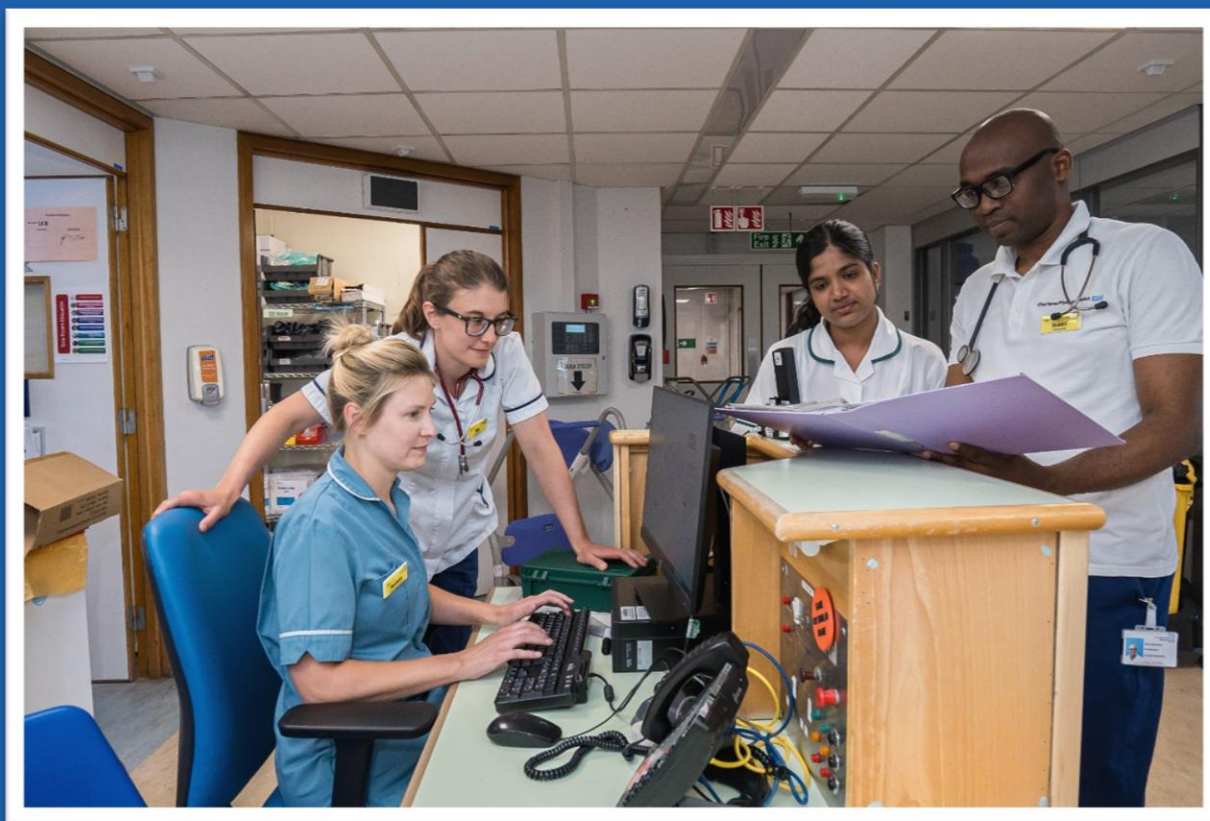


Maternity Information System Midwife

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.

- Lead the development and improvement of digital systems within Maternity Services.
- Work with maternity, clinical and digital teams to make sure technology supports safe, effective patient care.
- Help improve electronic patient records, digital systems and ways of working for staff and patients.
- Support clinical safety by identifying risks, investigating incidents and making sure digital systems meet required safety standards.
- Provide expert advice, training and support to staff, helping them use digital systems safely and confidently.
- Lead and support digital projects, working with staff, managers and other organisations to improve maternity services and patient outcomes.
- The wording removes technical detail and jargon where possible, while keeping the key themes of leadership, digital improvement, patient safety, staff support and better maternity care.

Job Description

Job title:	Maternity Information System Midwife
Grade:	7
Site:	The Princess Royal Hospital, Telford
Accountable to:	Deputy Head of Midwifery and Chief Nursing Information Officer
DBS required:	Yes – Enhanced

Post purpose

- The Lead Digital Midwife will have expert knowledge and insight to the maternity IT systems.
- This is a senior role within the organisation.
- The role supports the business in driving transformation as well as value for money in planning, commissioning and service.
- The post holder will play a key role in supporting the integration of electronic / paper based

clinical / non-clinical systems to support patients, clinical staff and other providers to support decision-making by using information structures, standardised clinical content, agreed processes and technology.

- The post holder is responsible for working with clinical colleagues on the development, deployment, re-engineering, optimisation and integration of clinical information systems to support clinicians in the delivery of safe and effective patient care.

The focus for the post holder will be leading on the digital development in Maternity services.

The Lead Digital Midwife role is a transformational role, leading on innovation and continuous improvement that leads to the transformation of maternity / clinical services through the usage of clinical systems and next generation Information Technologies that support and improve:

- Patient outcomes and efficiency
- Digital empowerment of service users

The post holder will also support the CNIO in delivering the duties of the Clinical Safety Officer, ensuring that:

- All IT health systems developed by the Trust conform to DCB 0129 “Clinical Risk Management: it’s Application in the Manufacture of Health Systems”.
- All IT systems procured by the Trust meet the requirements of DCB 0160 “Clinical Risk Management: it’s Application in the Deployment and Use of Health IT Systems across the organization”.
- The post holder will be involved in reporting, investigating and resolving clinical safety incidents and making recommendations on the safety of health IT systems.

Main responsibilities

- The role supports and leads on new ways of working through the usage of digital and informatic technologies, transforming care delivered across clinical divisions.
- The post holder will support the Trust Clinical Safety Officer in the implementation and coordination of clinical safety activities associated with IT health systems across the organisation. The post holder will provide sound clinical advice and guidance, working collaboratively with nursing, midwifery and AHP leaders and key stakeholders to ensure the appropriate, consistent and successful use of integrated knowledge and information systems.
- This includes specialist advice on clinical governance and clinical risk management.
- They will also promote innovation and champion the development of a clinically appropriate information culture, as an enabler of change and quality improvement across the organisation

- The post holder will lead on providing specialist training in associated area of expertise.
- To provide expert clinical advice and guidance to Maternity and Informatics team on the evolution of clinical systems and technology to the benefit of users and patients.
- To represent the Trust at internal and external meetings with all levels of Trust staff and with suppliers as required.
- To advise clinical departments on the appropriate processes and documentation to secure and maximise the effective and efficient delivery of their systems.
- To provide relevant information, support and clinical expertise during investigations of clinical incidents as required by the CNIO or Head of Midwifery.
- To troubleshoot issues of system, use within skills and feedback to digital services as required across a wide variety of departments. Be versatile and adaptable to the demands of the role.
- Work without supervision at times and take the initiative as and when required.
- To support the CCIO in ensuring a suitable clinical safety process is in place as required by information standards DCB0129 and DCB0160 and that it has been followed during the life cycle of health IT systems.
- To promote a culture of clinical safety across the organisation.
- The post holder will take an active role in the reporting, investigating, analysing and resolving clinical safety incidents and making recommendations on the safety of health IT systems. T
- o identify the risks associated with the manufacture of health IT systems and assist the CNIO/CSO and the development team in monitoring and reducing these risks.
- To identify the risks associated with the implementation of proposed projects and assist the Project Managers in monitoring and reducing these risks.
- Support project managers/asset owners with associated digital projects to create clinical safety management records associated with the maintenance of the standards DCB0129 and DCB0160, ensuring these are signed off as appropriate.
- In conjunction with project manager/asset owner colleagues working on Maternity digital transformation, plan clinical risk management activities in support of the development and operation of clinical information systems across the Maternity.
- Facilitate clinical hazard workshops, meetings and other digital clinical risk management activities as appropriate.
- This will require assessing complex factors to formulation and adjustment plans as necessary.
- To evaluate and test IT systems as they develop and impact on clinical areas in support of digital clinical safety. Testing of functionality, manipulation of data and production of reports and recommendations for

improvement as appropriate. To maintain a general awareness of Informatics practice on wards and to identify where practice goes outside safe limits.

Analytical and judgement skills

- Use specialist skills to assist managers and teams in identifying potential benefits and in developing benefits realisation plans to maximise value and build upon the ideas of key stakeholders.
- Proven ability to make judgements involving complex facts or situations which require the analysis, interpretation and comparison of a range of options.

Planning and Organisational Skills

- Collaborates with the maternity leaders and digital services in planning and implementing electronic patient record (EPR) optimisation including changes in workflow.
- Combines knowledge of patient care, informatics concepts, and change management to effectively address the information and knowledge needs of healthcare professionals and patients to promote safe, effective, and efficient use of health informatics in clinical settings.
- Collaborates with administrators, clinicians and Informatics leads to translate clinician requirements into coordinated specifications for new clinical solutions.
- Defines health informatics requirements with the CNIO for nursing and midwifery as they relate to the digital strategy.
- Works with clinical and Informatics leads in evaluating the effectiveness of technologies and workflows that impact clinical users.
- To take responsibility for the development and implementation of guidelines and policies relating to areas of responsibility as appropriate.
- To provide input to the development of business cases for areas of responsibility and provide leadership on specific projects where required.
- Supports the clinical informatics team to develop and implement appropriate service delivery in collaboration with Informatics leaders in defining, delivering, and improving services for the organization and its customers.
- Identify ways of making efficiencies and share these with the relevant key stakeholders to enable support of the delivery of the Cost Improvement Programme (CIP).
- In liaison with the Head of Midwifery review and update the risk register for relevant projects / areas.

- Support the development of relevant documentation relating to Informatics / clinical systems / pathway changes engaging with wider stakeholders across the Trust and STPs on behalf of the Head of Midwifery.

Quality

- Participate and initiate audits in line with the Performance Management Framework as requested by the organisation.
- Undertake spot checks to monitor staff compliance with policies, procedures and standards providing reports to senior managers, as and when appropriate.
- Ensures that the environment, technology and infrastructure are emphasised in the prevention of medical errors and adverse events.
- Promotes the use of technology to improve patient safety by designing, developing, implementing, and educating on decision support tools. Encourages surveillance and reporting of errors where technology is a contributing factor.
- Promotes advancement of clinical and business intelligence systems capable of reporting variables to evaluate patient outcomes, to support research, and operational improvement across the continuum of care.
- Collaborates with administrative teams, clinical leaders, information technology, financial services and quality / regulatory / risk management amongst others in the development of high quality and innovative clinical information systems that assist the clinician in their delivery of care.
- Supports the integration of standard of care practices across all clinical Departments for quality patient care.
- Provides critical analysis and evaluation of technology and recommends revision of clinical systems, processes, and workflow to ensure achievement of positive patient outcomes.
- Ability to provide and receive complex information, persuasive, motivational, negotiating and training skills are required to present complex sensitive or contentious information to large groups.
- The post-holder will liaise closely with Informatics to recognise gaps in system capabilities based on clinical use and to suggest appropriate remedies including changes in workflow.
- Skills in effective communications, in order to enhance the working relationships between clinical teams and the Informatics Department.
- Excellent interpersonal and communication skills necessary to influence the management and co-ordination of IT user support and development activities across the Trust including administrative, managerial and clinical staff groups.
- When required/appropriate, work with peers across other providers to share best practice and find solutions to key barriers or issues associated with using technology or systems in clinical practice.

Occasional formal and informal, oral or written contact with external organisations on behalf of the service such as:

- GPs and Practice Managers
- NHS IT suppliers Other NHS Organisations

Responsibilities for People or Training

- Provide professional leadership and direct line management to staff recruited into digital posts.
- Maintain high visibility in the clinical areas and be aware of current issues through undertaking activities such as clinical practice or observations of care.
- Provide mentorship, coaching, supervision and shadowing opportunities to individuals in order to support their development, as appropriate.
- Articulate and educate the midwifery team at all levels and others within the organisation around the importance of technology to improve clinical care. Be responsible for developing and sustaining own knowledge, management and clinical skills (as appropriate) and professional awareness in accordance with CPD requirements and maintain a professional profile. Be accountable for and maintain own competence in practice.

Person Specification

	Essential	Desirable
Qualifications	• Registered midwife with the NMC • Postgraduate qualification (Master's level or experience equivalent to) • Mandatory CPD to maintain fitness to practice. • Change management qualification (e.g. Prince2) • Clinical Safety Officer qualification	
Experience and knowledge	• Post registration experience in a	

	range of maternity areas of practice • Experience in IT and digital maternity systems. • Experience in delivering formal education and Training. • Demonstrable experience in supervising others. • Demonstrable experience of co-ordinating and leading on change. • Experience of the use of data to drive improvements in digital solution use. • Experience working with senior clinicians and informatics professionals. • Experience working across secondary care setting	
Skills	• Good written and verbal communication skills • Good interpersonal skills • Effective midwifery skills • Ability to manage time effectively	

	• Ability to communicate with patients and staff of all levels • Ability to work alone and as part of a team • Computer literate • Good negotiating skills • Demonstrates initiative particularly in relation to problem solving • Ability to carry out day to day responsibilities and deal effectively with unpredictable / acute demands • Ability to plan, prioritise and organise self and others workload • Ability to work accurately under pressure • Understanding of clinical risk and clinical governance • Understanding of NHS national and local priorities • Previous experience of delivering training • Identifies own training needs • and maintains a portfolio of practice	
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	• Implements findings of midwifery practice research	
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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 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.

