

# Job Description

<b>Job Title:</b>	Digital Lead Midwife		
<b>Band:</b>	Band 7		
<b>Department:</b>	Maternity		
<b>Care Group:</b>	Care group 5		
<b>Reports To:</b>	Deputy Head of Midwifery		
<b>Accountable To:</b>	Associate Director of Midwifery		
<b>Professionally Accountable To:</b>			
<b>Responsible For:</b>			
<b>Main Base/ Site:</b>	York/Scarborough - To be agreed with postholder		
<b>Contract Status:</b>	<input checked="" type="checkbox"/> Permanent	<input type="checkbox"/> Fixed Term	<input type="checkbox"/> Other:
<b>AfC Reference Number:</b>			



## JOB SUMMARY

The purpose of this role is to lead on supporting the use of digital technology within the maternity department and to play a key role in the introduction of a maternity electronic system to support this service.

The post holder will be responsible for ensuring that clinical practice, supported by digital technology meets professional standards. This will be done through the provision of clinical expertise, professional direction and effective leadership.

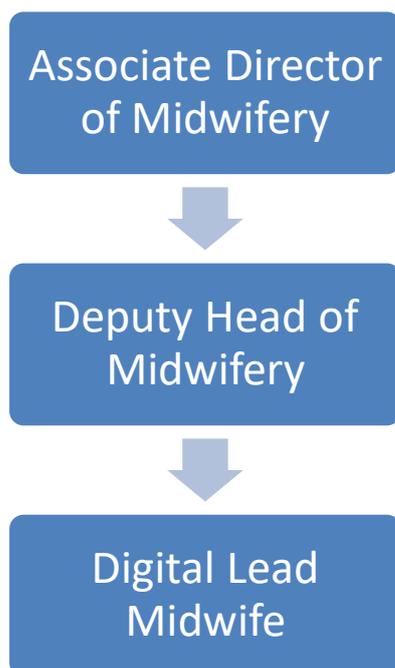
The post holder will be responsible for monitoring the quality of data within the maternity electronic records and will be responsible for identifying areas for improvement and leading on the implementation of improvement plans.

The post holder will play a key role in ensuring the principles of clinical governance and risk management are implemented within the Unit.

The post holder will have direct access to the Deputy and Head of Midwifery for advice and support and they will play an active part in the professional networks within the organisation.

You may be required to participate in the escalation on call Rota.

## **ORGANISATIONAL CHART –**



## **KEY RELATIONSHIPS**

Deputy and Head of Midwifery

Clinical systems

Digital leads

Humber Coast and Vale LMS

Yorkshire and the Humber Clinical Network

Clinical staff

## **KNOWLEDGE AND SKILLS**

- **Knowledge, Training and Experience**

- Willing and able to develop specialist knowledge of existing and future IT systems used in maternity services
- Has extensive midwifery knowledge and experience
- As an ambassador of the Midwifery profession, will ensure clinical practice, supported by digital technology, meets professional standards
- Maintain competencies relating to digital leadership by attending regular updates such as local user group initiatives and the national Digital Midwives Expert Reference Group

- **Planning and Organisational Skills**

- Ensure effective communication with the Digital Lead for the Local Maternity System (LMS)

## AfC Reference:

- Ensure effective communication with the Trust digital lead and clinical systems teams
- Demonstrable ability to manage own time and be able to manage work effectively to achieve short, medium and long term goals
- As part of the maternity team plan the strategy for the maternity service to develop its digital maturity

## **RESPONSIBILITIES**

### **Responsibilities for Patient/ Client Care:**

- Be responsible for the provision of a high quality, woman centred midwifery service for the Trust, in line with the national and Trust standards

### **Responsibilities for Policy and Service Development**

- Understand and act as a champion for the General Data Protection Regulations (GDPR)
- Investigate clinical incident reports, complaints and concerns relating to and in association with the maternity electronic system and digital technology agenda
- Ensure staff have the ability to maintain contemporaneous records in line with the Maternity Incentive Scheme (NHS Resolution) and professional standards
- Using data populated / collected by the maternity IT system reporting functionality, contribute towards the monitoring of key performance indicators (KPIs) using the local maternity dashboard
- Participate in the development of policies, protocols and clinical guidelines in support of the IT maternity system
- Bring to the immediate attention of the HOM issues which may impede the provision of an efficient or high quality service.
- Work with the multi-disciplinary team to assist with the planning and coordinating of clinical governance activities within the maternity service to promote a positive clinical governance culture to continually improve the quality of care within the service
- To manage significant risks and issues to ensure clinical safety and patient care is not affected by system development issues
- Participate in clinical governance activities within the Trust and lead on specific IT systems projects for the maternity service
- To deliver governance standards in line with Maternity Incentive Scheme (NHS Resolution), Midwifery Standards and the Trust Governance framework
- Provide support day to day for users diagnosing and remedying errors in a timely manner in collaboration with the IT department helpdesk and system suppliers
- Manage the log on / password functionality for staff working within the department
- Ensure all babies born receive an NHS Number, retrieve those that fail and escalate accordingly
- Participate in Risk Management meetings, regular attendance at weekly Maternity Case Review (MCR) meetings as the clinical expert for the IT system
- To ensure clinical incident reporting (datix) takes place for IT/digital issues and facilitate changes to reduce risk

AfC Reference:

- **Responsibilities for Financial and Physical Resources**
  - Assist with the auditing of records ensuring standards are high and in line with the NMC and GMC standards and local guidelines
  - Continual assessment, review, audit and testing of functionality of the Maternity IT System
  - Ensure accuracy and efficacy of data input and output
  - To ensure all maternity episodes / daily activity of the service are captured accurately and in a timely manner
  - Contribute towards the MSDS data submission for the service
- **Responsibilities for Staff/ HR/ Leadership/ Training**
  - Participate in the development and implementation of education and training programmes within maternity, ensuring equity of provision and consistency
  - Work with clinicians who use the maternity IT System ensuring they are trained and competent to use the system safely and effectively
  - Provide professional leadership including motivation of staff regarding the use of digital technology
  - Ensure training materials are kept up to date and updates and changes are disseminated to staff accordingly
  - Provide training and support for new starters to include resources and information are available to support this training
  - Be responsible for developing own skills and knowledge and contribute to the development of others
  - Teaching and managing the end user in their execution of their responsibilities
  - Work closely with the University and lecturers to ensure students and learners are aware of the current digital landscape affecting the maternity service
- **Responsibilities for Information Resources**
  - Maintain a high profile in the clinical area and to be accessible to all staff
  - Develop and maintain communication channels, engaging all roles within the service and ensure regular updates are provided
  - Ensure timely notification to service leads / help desk when there is a loss of service availability and highlighting the critical nature and areas affected
  - Demonstrate effective interpersonal skills when dealing with all levels of staff across the trust and be able to challenge senior staff around pathway performance
  - Ensure Service User engagement during the development, implementation and review of the maternity digital technology agenda
  - To be aware of national initiatives and feed these into local maternity service development

## **EFFORT AND ENVIRONMENT**

- **Physical Effort**



AfC Reference:

- This role will be office based, with time spent in clinical areas assessing and implementing changes to IT and digital systems. There will be a requirement to attend meetings, many of which will be virtual.
- **Mental Effort**
  - The ability to understand IT and digital solutions in detail will be required. Problem solving, collaborative working and an ability to understand complex issues will be part of the role.
- **Emotional Effort**
  - This role involves working within an MDT, supporting staff and working with women and their families as required.
- **Working Conditions**
  - This role is to be predominantly worked within office hours. There may be times, especially when new systems are rolled out, when work on weekends and evenings is necessary. Some meetings will be off site, so some travelling will be required.

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## **KEY VALUES**

The Trust would expect all employees to demonstrate our values as part of their day to day working lives:

- We are **kind**
- We are **open**
- We pursue **excellence**

These values are underpinned by behaviours:

We are **kind**, this means we:

- **Respect** and value each other;
- Treat each other **fairly**;
- Are **helpful**, and seek help when we need it.

We are **open**, this means we:

- **Listen**, making sure we truly understand the point of view of others;
- Work **collaboratively**, to deliver the best possible outcomes;
- Are **inclusive**, demonstrating everyone's voice matters.

We pursue **excellence**, this means we:

- Are **professional** and take pride in our work, always seeking to do our best;
- Demonstrate high **integrity**, always seeking to do the right thing;
- Are **ambitious**, we suggest new ideas and find ways to take them forward, and we support others to do the same.

## **STANDARD GENERIC ITEMS:**

AfC Reference:

The post holder will uphold and support these values in accordance with the Behavioural Framework. To this end, in our goal to promote and embed equality and diversity throughout the organisation, the post holder will ensure that everyone is treated as an individual, with dignity and respect.

In addition to observing the departmental rules and procedures, which all staff are required to observe and follow, the post holder is also required to follow the Trust's general policies and procedures that apply to the employment relationship. Whilst the Trust recognises specific responsibilities fall upon management, it is also the duty of the post holder to accept personal responsibility for the practical application of these policies, procedure and standards. The post holder should familiarise themselves with these, and ensure they have an understanding of them, and adhere to them.

The Trust has a No Smoking Policy. All its premises are considered as non-smoking zones.

In order to ensure the Trust's ability to respond to changes in the needs of the service, the Trust may make changes on a temporary or permanent basis, that are deemed reasonable in the circumstances, to the duties and responsibilities outlined in the job description. Any changes will be made with reasonable notice, taking into account the circumstances of the Trust and the post-holder.

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*This job description is not meant to be exhaustive. It describes the main duties and responsibilities of the post. It may be subject to change as the organisation and services develop and wherever possible change will follow a consultation with the post holder.*

**JOB AGREEMENT:**

<b>Job Holder</b> (PRINT NAME)	
<b>Job Holder</b> (SIGNATURE)	
<b>Date</b>	
<b>Recruiting Manager</b> (PRINT NAME)	
<b>Recruiting Manager</b> (SIGNATURE)	
<b>Date</b>	



# Person Specification

Criteria	Essential	Desirable
<b>Education, Qualifications and Training</b>	<ul style="list-style-type: none"> <li>Registered Midwife.</li> <li>Degree in relevant subject.</li> <li>Evidence of relevant clinical updating Mentorship qualification.</li> </ul>	<ul style="list-style-type: none"> <li>Management qualification / Master's degree</li> <li>Undertaken basic qualifications in the use of computer packages such as the European Computer Driving License (ECDL) or Word, PowerPoint and excel software</li> </ul>
<b>Experience and Knowledge Required</b>	<ul style="list-style-type: none"> <li>Experience in all areas of midwifery at Band 6.</li> <li>Experience of working with healthcare administration IT systems.</li> <li>Teaching and training experience</li> <li>Evidence of successfully implementing change in ward/dept area.</li> <li>Evidence of innovation in practice.</li> </ul>	
<b>Skills and Attributes</b>	<ul style="list-style-type: none"> <li>Thorough understanding of the maternity pathways.</li> <li>Proven ability to analyse complex problems and to develop and successfully implement practical and workable solutions to address them.</li> <li>Evidence of effective leadership and influencing skills with the ability to enthuse, motivate and involve individuals and teams, and have them understand the Trust's and your performance expectations.</li> <li>Mentorship skills</li> <li>Time Management Skills</li> <li>Effective communication and interpersonal skills.</li> <li>Leadership skills</li> </ul>	
<b>Aptitude and Personal Qualities</b>	<ul style="list-style-type: none"> <li>Ability to work as member of a team</li> <li>High level of personal motivation</li> </ul>	

AfC Reference:

<b>Values &amp; Behaviours</b>	Ability to demonstrate our organisational values and behaviours: <ul style="list-style-type: none"><li>• We are <b>Kind</b>.</li><li>• We are <b>Open</b>.</li><li>• We pursue <b>Excellence</b>.</li></ul>	
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