

JOB DESCRIPTION

Family and Women's Health Recruitment, Retention and Pastoral Lead Midwife Specialist Midwife

BAND: Band 7 (1.0 WTE) 1 Year

ACCOUNTABLE TO: Director of Midwifery

REPORTS TO: Director of Midwifery

OUR VALUES

CARE

We are polite and courteous, welcoming and friendly. We smile and we make time to listen to our patients and staff. We consider the impact our actions have on patients and colleagues. We take pride in our appearance and our hospitals and we try to remain positive.

We do not treat anyone unfairly. We do not let our mood affect the way we treat people. We don't talk negatively about colleagues or other teams. Offensive language, shouting, bullying and spreading rumours are unacceptable.

HONESTY

We tell the truth compassionately. We involve patients in decisions about their care and we are honest when things go wrong. We always report errors and raise concerns we have about care. Our decisions and actions are based on facts not stories and opinions.

We do not withhold information from colleagues or patients. We never discourage staff from reporting concerns. We are not careless with confidential information. We do not present myths as facts.

ACCOUNTABILITY

We are all responsible for our decisions and actions and the impact these have on care. All staff are responsible for maintaining high standards of practice and we take every opportunity to continuously learn. Everyone is encouraged to speak up and contribute their ideas to improve the care we provide.

We do not unfairly blame people. We positively embrace change and we don't discourage people from having opinions. Controlling behaviours and silo working should not be exhibited in our Trust.

JOB SUMMARY:

The post holder will provide professional leadership to midwives by being an enthusiastic and visionary leader. Able to influence others through support and education for maternity staff to improve retention and recruitment. This will include supporting early career midwives, pastoral care for maternity staff, providing support for newly

appointed staff, including induction training. The role will involve working with Regional and National Leads to support the Retention programme as retention is a key component of the People Plan and the NHS Long term plan.

Knowledge, Training and Experience:

This is an exciting opportunity to support and provide robust support for newly qualified midwives and maternity staff to promote the retention and reduce attrition of the future midwifery workforce, whilst also implementing services to improve the wellbeing of staff.

KEY RESPONSIBILITIES

- Provide individualised and group support for early career midwives.
- Work collaboratively with Regional and National Leads for Recruitment and retention, participate in learning activities locally and nationally. Gather information and feedback on how to improve retention and recruitment processes.
- Seek out new and innovative solutions to support retention of the midwifery workforce
- Provide effective leadership with a vision for workforce development and support.
- Support the ongoing Cultural work within maternity services alongside the OD department and Nursing Leadership team.
- Develop preceptorship and support effective preceptorship training programmes to develop the preceptorship package offered to staff. Work closely with Clinical Practice Educator to provide induction training and support.
- Provide exit/ learning from leaving interviews. Analyse data from interviews to develop themes to demonstrate areas for improvement.
- Report regularly and liaise with the Director of Midwifery to communicate emerging themes in staff culture and patient safety on a thematic basis.
- Analyse impact of interventions found to reduce leaver rates.
- Work with the Nursing PLF team to effectively recruit and promote HUTH as a place of excellence to work.
- Work with PLF team to support the seamless transition of student to midwife with on-boarding and transition into practice sessions.
- Nurture an environment where staff feel psychologically safe
- Support midwives by providing and promoting regular sessions of restorative clinical supervision (RCS) and embed a culture of openness, reflection, and professional resilience.
- Plan and organise internal and external midwife recruitment events and monitor and track their effectiveness
- Collaborate with the local quality & safety, governance, and practice development teams, providing professional advice and supporting quality improvement.
- Support International Recruitment for Midwifery
- Network with PMAs and the wider region. Implement national recommendations for PMA services.
- Provide professional leadership to midwives by embedding the A-EQUIP model of support. Be an enthusiastic and visionary leader able to influence others through education, multidisciplinary working, and in-house training
- Continue to develop the PMA team strategy, SOP, and inspire a growing team of PMAs to develop through effective mentoring and succession planning.

PROFESSIONAL MIDWIFERY RESPONSIBILITIES

- Support midwives to identify their own personal action for quality improvement through restorative clinical supervision (RCS)
- Use knowledge of personal and professional resilience to support others to develop and maintain resilience
- In accordance with professional codes of conduct maintains own professional development and competence to practice.
- Be involved in continuous monitoring and maintaining quality standards of clinical practice
- Act as a role model always and promote a high standard of safe and effective evidence-based care
- Meet with midwives in their designated area on either an appointment or ad hoc basis
- Use effective communication strategies and influencing skills to achieve desired outcomes and make appropriate referrals for advocacy, mediation, or arbitration.
- Promote women centred care and autonomous midwifery practice in all clinical areas
- Assist midwives to develop their professional and career development choices
- Ensure that they maintain their own knowledge and clinical skills by all appropriate means to maintain a high level of clinical credibility
- Enable midwives to be responsible and accountable for their actions and behaviours by creating a safe space to think, feel, reflect utilising the principles of Restorative Clinical Supervision
- Utilise skills, knowledge, and experience of RCS to facilitate effective reflective discussions with midwives
- Escalate responsibly and appropriately if a midwife makes disclosures regarding child protection and / or vulnerable adult legislation
- Demonstrate understanding on barriers to effective communication and modify behaviour in response

Leadership

- Work with the maternity management team to assist in the implementation of any cultural changes or clinical practices as required to improve the quality and safety of the maternity services
- Utilise agreed metrics to demonstrate on going added value of the role of Professional Midwifery Advocate Demonstrate understanding of the role of the Professional Midwifery Advocate within the context of national governance policies and procedures.
- Monitor outcomes for staff and women e.g. whether there is a reduction in complaints by women, or improved satisfaction surveys or there is a reduction in sickness absence for midwives and improved retention of midwives
- Identify, collate, analyse, and interpret quantitative and qualitative data to inform the development of reports regarding the process, impact and outcome of the RRP role and the PMA role utilising the A-EQUIP model
- Support midwives implementing improvement in practice and thus demonstrating both the post holder's and midwife's responsiveness to the needs of the healthcare environment, thus contributing to quality improvement.
- The post holder will work closely with management and the OD team to promote personal reflection and insight in midwives who are subject to a practice improvement plan.
- Be innovative and creative when determining strategies to improve quality work life at HUTH
- Ability to work under pressure and always maintain good clinical judgement
- Makes use of all available methods of communication to build and develop effective networks and processes both within the Trust and across the healthcare community, locally, regionally, and nationally
- Act as a role model by applying continuous personal improvement, best practice in motivating staff to drive improvements and provide visible leadership in the workplace. Uses positive learning approaches and encourage others to adopt this culture
- Lead and participate in the development, implementation, and evaluation of standards of care
- Contribute to service development using quality improvement methodology

- Contribute to multi-professional meetings/team debriefs and advocate as required on behalf of midwives and women to ensure that high standards of clinical care are aspired to and thus maintained
- Lead as required on any projects to improve the quality of care within the maternity service
- Inform the Director of Midwifery of any emerging safety issues becoming evident in the maternity service
- Provide information and assistance to the maternity management team in support of the planning, development, and delivery for services within the service.
- Support the development and maintenance of systems within the Maternity Service for assessing the view of service users on the quality of services provided and for continuous improvement of level of care
- Contribute to the development of effective strategies, policies, and processes across the Maternity Service.

GOVERNANCE, QUALITY & SAFETY

- Encourage the use and flow of appropriate information throughout the Maternity Service, in order to provide evidence of themes, lessons learnt, sharing of best practice and of continually improving practice.
- Work with the quality & safety team to ensure early and ongoing support for midwives involved with cases that meet the criteria for national investigation.
- Work in close liaison with the Midwifery Management Team to ensure that efficiencies, modernisation, and governance are closely linked.
- Contribute to the development of the corporate aims and visions of the Trust regarding governance/clinical governance, ensuring good governance and high-quality services are central to the Trust Business Plan.
- To ensure all staff are aware of their governance responsibilities.

EDUCATION, DEVELOPMENT AND TRAINING

The post holder will:

- Develop the preceptorship package for newly qualified midwives
- Develop an induction package for midwives new to the Trust
- Oversee the continued development of the PMA team to ensure ongoing high quality of RCS within maternity.
- Offer revalidation support to midwives and line managers as required and liaise with Trust links for revalidation standards
- To take every reasonable opportunity for maintaining, developing, and acquiring competencies and skills for self-development.
- Participate annually identifying, developing, and agreeing your own development plan with your Line Manager using the Trust Appraisal framework.
- Ensure the normative and formative functions of the A-EQUIP model are effective in promoting individual midwives' accountability

Communication and Relationship Skills:

- The post holder will have excellent communication and relationship building skills.
- Ensure cohesive team ethos
- The post holder will have an outward facing role; building effective relationships with wider stakeholders and communicating service developments
- Represent the service at key local and regional meetings

Analytical and Judgement Skills:

- The post holder is expected to make clinical and professional autonomous decisions, demonstrating critical analysis and decision making skills, on a daily basis, including provision of advice to the primary healthcare team.
- Makes decisions in relation to allocation of financial resources, skill mix and application of policy and procedure to support, guide and direct both staff and clients within area of responsibility.
- Recognising and addressing staff performance issues timeously taking corrective action and continuously monitoring to ensure a positive outcome is achieved.

Planning and Organisational Skills:

- The post holder will lead the retention and recruitment and pastoral care for early career midwives and maternity staff in close collaboration with the Leadership Team, Clinical educator and OD team.
- Plan and oversee the smooth running of the Professional Midwifery Advocate service and lead the team of other PMAs.

Physical skills:

- The post holder will act as a role model to other staff.
- Accountable for maintaining own clinical and professional competence.
- Undertakes direct patient contact and oversees the direct care delivery to maintain clinical competence and uphold standards.
- Maintains visible and accessible presence across their designated area of responsibility.

Freedom to Act

- Exercises their judgement to plan and interpret their own workload and oversees those for whom they are directly responsible to ensure that these best meet the needs of patients and the service.
- Makes complex decisions based upon clinical judgement and the effective management of risk.
- Develops guidelines and protocols relevant to their area(s) of responsibility to support the delivery of safe and effective patient care and service.
- Functions as a senior midwife, ensuring that relevant standards are maintained across the nursing and midwifery professions.

Effort and Environment

Physical Effort

- The post holder will have direct patient contact, delivering direct care in a variety of settings in accordance with the need of patients

Mental Effort

- Required to produce detailed reports to ensure which appropriate in relation to national recommendations.

Emotional Effort

- The post holder is required to support patients, through a range of treatments and experiences, which can be highly distressing and challenging.
- The Maternal Mental Health midwife should have access to regular restorative supervision for emotional support and wellbeing.

Working Conditions

- The post holder will work in a variety of settings to deliver care, which may be on occasions as a lone worker.

HEALTH AND SAFETY

In addition to the Trust's overall responsibility for health and safety you have a personal responsibility for your own health and safety. As such you are required to inform your line manager of any safety issues that you identify, that could affect you or others in your workplace. You must co-operate with management and colleagues at all times in achieving safer work processes and work places, particularly where this can impact on others

As a trust employee you will be trained in the correct use of any equipment provided to improve safety and health within the trust. You are required to use the equipment when necessary and as instructed which will include checking the equipment is safe to use, prior to its use and must report any defects immediately to your line manager

Infection Control

In addition to the Trust's overall responsibilities under the Health Act Code of Practice for the Prevention of HCAI 2006 for your safety, you have a personal responsibility to ensure that your work adheres to this Code in the delivery of safe patient care within the organization

PERSON SPECIFICATION

Lead Professional Midwifery Advocate Role

REQUIREMENTS	ESSENTIAL	DESIRABLE	HOW ASSESSED
Education/Qualifications	<ul style="list-style-type: none"> Registered midwife Degree or equivalent qualification/experience 	<ul style="list-style-type: none"> Educated to master's level Level 7 university PMA qualification 	CV/Interview
Knowledge, Training & Experience	<ul style="list-style-type: none"> At least 4 years' experience in an NHS healthcare setting. Experience of undertaking audits and change management Evidence of leadership skills Experience of working collaboratively with multi-disciplinary teams. 	<ul style="list-style-type: none"> Experience of leading change Experience of being a t PMAs 	CV/Interview
Skills	<ul style="list-style-type: none"> Experience of facilitating restorative clinical supervision Knowledge of quality improvement methods and techniques. Excellent written, IT and verbal communication skills. Able to organise and facilitate meetings effectively. 	<ul style="list-style-type: none"> Skilled in facilitating alternative models of supervision (other than RCS) 	CV/Interview
Personal Attributes	<ul style="list-style-type: none"> Self-motivated and committed with 	Knowledge and experience of developing a PMA team	CV/Interview

	<p>excellent interpersonal skills, influencing and persuasion skills.</p> <ul style="list-style-type: none"> • Able to work with staff at all levels across the Trust • Self-confident, assertive, and proactive. 	SOP in response to local needs	
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Organisational Chart

