



PROFESSIONAL MIDWIFERY
ADVOCATE – LEAD MIDWIFE
INFORMATION FOR CANDIDATES

ABOUT THE TRUST

The Shrewsbury and Telford Hospital NHS Trust (SaTH) is the main provider of acute hospital services for around half a million people in Shropshire, Telford & Wrekin and mid Wales.

Encompassing some of the most picturesque parts of England and Wales, the Trust's catchment stretches from the Cambrian Mountains in the west, to Newport and the fringes of the Black Country in the east.

The main towns include: Bridgnorth, Ludlow, Market Drayton, Oswestry, Shrewsbury and Whitchurch (in Shropshire); Newport, Telford and Wellington (in Telford & Wrekin); and Newtown and Welshpool (in Powys) – all beautiful and unique.

Our main service locations are The Princess Royal Hospital (PRH) in Telford and The Royal Shrewsbury Hospital (RSH) in Shrewsbury which are located 20 minutes drive apart. Together they provide 99% of our activity. Both hospitals provide a wide range of acute hospital services including accident & emergency, outpatients, diagnostics, inpatient medical care and critical care.

We also provide services such as consultant-led outreach clinics at Telford, the Robert Jones and Agnes Hunt Orthopaedic Hospital, Gobowen and the Bridgnorth, Ludlow and Whitchurch Community Hospitals.

We employ more than 6,000 people, and hundreds of colleagues and students from other organisations also work in our hospitals. We benefit from around 1,000 wonderful volunteers, and our main charitable partners are the League of Friends at The Royal Shrewsbury Hospital, Friends of The Princess Royal Hospital, and the Lingen Davies Cancer Appeal which is based at The Royal Shrewsbury Hospital.



OUR VISION AND VALUES

The Shrewsbury and Telford Hospital NHS Trust is an organisation that strives to provide high quality, safe care for our patients in an environment which our staff are proud to work in

Our Vision:

“To provide excellent care for the communities we serve”

Our Values:



OUR VISION

We believe that by adhering to our Vision and working with our Values in mind we can behave in a way which will ensure the right results for the people that matter most – our patients and their families.

OUR VALUES

Our Trust Values provide a guide for our daily lives which we are all expected to uphold, both at work and when we are representing the Trust.

Our Values were developed by staff and our patients, so they represent what is important to us within the organisation and the way we should all behave towards patients, carers, visitors, partners and each other.

You will see our Values throughout the Trust; they are not just words on a page, they represent what we are about here at SaTH. We want patients and their families to say that the care and service they receive from all of us is consistently high-quality, safe, effective, and personalised, so the feelings behind the Values shouldn't come as a surprise to anyone working in the NHS.

The reason why it is important that they are clearly written down is, so we all know what's expected, and none of us are surprised if we are asked to explain any unacceptable behaviour. Ultimately, if we follow our Values, we will provide services that are better for our patients and better for each other.

COLLEAGUE BENEFITS

GENERAL

27 days annual leave entitlement at joining, 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

Option to buy and sell additional annual leave

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

- Blue Light Card
- Health Service
- Discounts NHS

Generous Pension scheme

Access to a financial support booklet

Pre-retirement courses

Free Will writing service

Savings and Loan schemes

HEALTH AND WELLBEING

PSYCHOLOGICAL SUPPORT

- Coaching
- Mental Health First
- Aiders Chaplaincy

PHYSICAL SUPPORT

- Fast track physiotherapy service Free
- eye test vouchers

HEALTHY LIFESTYLES AND EMOTIONAL SUPPORT

- Slimming World referral scheme Staff
- cervical screening service Long Covid support
- Access to wellbeing/rest rooms
- Menopause support including advocates, webinars, toolkits, clinics, and bi-monthly meet ups Men's
- Health - Bi-monthly forums and men's MOT
- Sleep School Wellbeing Support

Discounts with local gyms

LEARNING AND DEVELOPMENT

COACHING AND MENTORING

Opportunities to grow, develop and perform at your best

LEADERSHIP ACADEMY

Leadership and management training for all levels of staff

ACCESS TO ELEARNING COURSES

Many eLearning modules to learn from with access available at home

APPRENTICESHIPS

There are a growing number of apprenticeship opportunities at SaTH across all disciplines

Secondment and acting-up opportunities

Support to complete qualifications such as NVQ, Masters etc. whilst on the job



JOB DESCRIPTION

Job Title	Professional Midwifery Advocate – Lead Midwife
Band	7
Directorate	Women and Childrens
Accountable to	Director of Midwifery
DBS Required?	Yes

JOB OVERVIEW

This role has been developed to replace the role of the supervisor of midwives that was deselected in April 2017 due to legislative change. The model that will support the deployment of this role is called “A-EQUIP” which provides a continuous improvement process that builds upon personal and professional resilience, enhances quality of care for women and supports preparedness for midwives in appraisal and professional revalidation.

The aim is that this continuous improvement process of the “A-EQUIP” model will become an intrinsic part of everyone’s job, every day in all parts of the system. Thus, the post holder will assist the Trust by implementing the elements of the A-EQUIP model utilising the guidance issued by NHS England in April 2017.

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MAIN DUTIES AND RESPONSIBILITIES

Involvement in safety and quality improvement

The post holder will:

- Support midwives to identify their own personal action for quality improvement
- The post holder will use their understanding of personal and professional resilience and support others to develop this attribute
- Ensure that there is a strong interface between the PMA and clinical governance at the Trust
- Use their expert knowledge in midwifery practice to support the Director of Midwifery and the Senior Midwifery team in implementing and monitoring midwifery practice ensuring that there are robust clinical governance assurance systems in place relating to midwifery practice
- Provide support to midwives in sharing of good practice learnt through the maternity services internal risk management processes with the aim of reducing the incidence of harm and obstetric litigation cases
- Be involved in continuous monitoring and maintaining quality standards of clinical practice through a variety of ways for example audit, working clinically with midwives for those who require additional support and development
- Act as a role model at all times and promote a high standard of safe and effective care which is based upon best evidence

Be effective

The post holder will:

- 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.
- Support midwives to work in partnership with women to develop plans of care which meet their individual needs, to listen to them and to advocate for them as required
- To assist in implementing the Trust's Better Birth and Five Years Forward strategy
- Promote women centred care and autonomous midwifery practice in all clinical areas
- Support midwives through "Restorative Clinical Supervision" (RCS) to examine their role in the maternity department
- Assist midwives to develop their professional and career development choices
- Ensure that they maintain their own knowledge and clinical skills by all appropriate means

Be caring and compassionate

The post holder will:

- Attend the bespoke training programme for Professional Midwifery Advocates to undertake Restorative Clinical Supervision (RCS) in order to become competent and confident in undertaking RCS sessions with midwives
- Use appropriate strategies to support midwives to maximise their potential in practice, implementing the principles of RCS
- 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 RCS
- Utilise their 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 Contribute to the education and development of student

midwives to ensure that they understand the role of the Professional Midwifery Advocate

- Appropriately communicate sensitive information to women, families and midwives
- Be able to deal with clients in emotionally difficult situations. Take appropriate action when confronted by aggressive clients / relatives
- Demonstrate understanding on barriers to effective communication and modify behaviour in response
- Manage complex situations sensitively and effectively where there may be conflicts and communicate effectively with the multi-professional team and the client and if there are any language barriers ensure that appropriate interpreting service has been engaged

To act responsively

The post holder will:

- Demonstrate understanding of the role of the Professional Midwifery Advocate within the context of national governance policies and procedures.
- Work with the maternity management team to assist in the implementation of any clinical guidelines or clinical practices as required to improve the quality and safety of the maternity services
- Work alongside Clinical Governance to review midwifery practice and provide an expert opinion in the clinical care
- Utilise agreed metrics to demonstrate on going added value of the role of Professional Midwifery Advocate and monitoring 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 PMA role and 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, the practice development and preceptorship midwife to devise learning objectives for midwives in need of remediation to improve their midwifery skills and competencies
- Be innovative and creative when determining strategies to improve quality of care and embed evidence based practice
- Ability to work under pressure and maintain good clinical judgement at all times
- Demonstrate responsibility in ensuring that key recommendations from risk incidents are effectively implemented

Demonstrate effective leadership

The postholder will:

- Act as a role model by applying best practice in motivating staff to drive improvements and provide visible leadership in the workplace
- Act as a role model by applying continuous personal improvement by using positive learning approaches and encourage others to adopt this culture
- Lead and participate in the development, implementation and evaluation of standards of care, including guideline development, audit and quality improvement initiatives
- 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 in order 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 emergency cover and at short notice for unexpected absence / sickness across the maternity service
- If required participate in an on call system to maintain safe staffing levels

Education, Professional Development and Training

- Participate in regular midwifery and clinical supervision.
- Attend all Trust, midwifery and specialism related mandatory training.
- 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.
- To co-ordinate and oversee the support training and effective mentorship and/or preceptorship of junior staff, students and support workers.
- Identify the training and educational needs for all staff contributing to the development and provision of the yearly training plan and educational training programmes and opportunities.
- Participate in informal and formal teaching sessions for their staff e.g. Skills Drills (and provide relevant feedback to all members of the team).
- To undertake orientation of new staff to their clinical duties. Comply with all Trust policies, procedures and protocols.
- Seek advice and support from Line Manager whenever necessary

Research and Audit

- Initiate and participate in on-going research, audit and projects leading to the development of research based practices, development of Trust midwifery policies and ensure its effective implementation maintaining standards in accordance with the UK Law, Nursing and Midwifery Council, Trust and EU guidelines.
- To promote and disseminate clinical policies and guidelines which support clinical practice and education.
- Develop strategies to implement and audit the ensuring staff are adequately trained to provide information and administer the vaccine.
- To participate in and support systems for assessing the users views on the quality of services provided.
- Work closely with the Clinical Midwifery Management Team and the Maternity Clinical Governance Team in order to ensure sound working practices and provide evidence that protocols, guidelines, policies and procedures are adhered to.

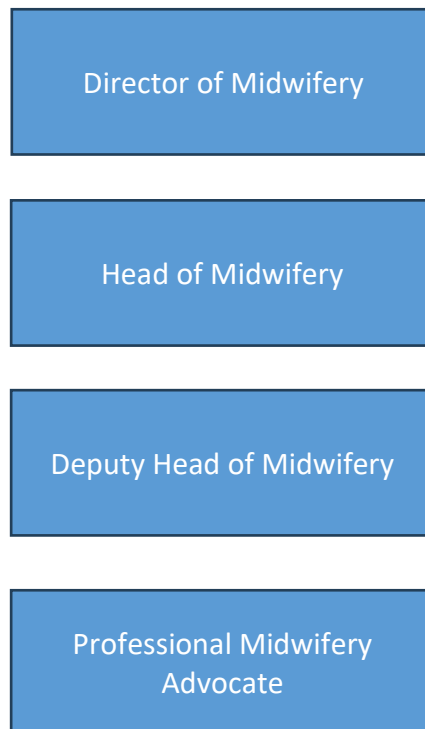
Professional conduct

- Adhere at all times to uniform policy Conduct oneself in a manner perceived by others as constructive.
- Ensure that any issues with other staff members are addressed at an appropriate level.
- Adhere to all local, national and NMC guidelines in relation to professional conduct and take the lead in ensuring that local incidents, complaints and issues are dealt with in accordance with Trust policy

Systems and Equipment

- To be conversant in the use of electronic communication systems, personal computer systems, normal office equipment and Trust PAS system.
- To be fully conversant with corporate communication systems to enable their optimum effectiveness
- To have experience of corporate software and general office equipment

Organisational Chart





PERSON SPECIFICATION

The following pages contain a description of the qualifications, skills, experience, knowledge and other attributes a candidate should ideally possess to successfully perform this role.

QUALIFICATIONS

ESSENTIAL	DESIRABLE
<ul style="list-style-type: none"> • NMC Registered Midwife • Mentorship Qualification or relevant equivalent qualification (SSSA/998/997) • Degree or equivalent qualification/experience PMA qualification 	<ul style="list-style-type: none"> • Leadership qualification

EXPERIENCE AND KNOWLEDGE

ESSENTIAL	DESIRABLE
<ul style="list-style-type: none"> • Extensive postgraduate experience. Experience of undertaking audit and change management • Evidence of leadership skills • Experience of working collaboratively with multidisciplinary team • Experience of facilitating clinical restorative supervision sessions. 	<ul style="list-style-type: none"> • Teaching and presentation skills • Experience of coordinating a team • Experience of leading a team of PMAs

SKILLS

ESSENTIAL	DESIRABLE
<ul style="list-style-type: none"> • Excellent written, verbal and interpersonal skills • Ability to influence and facilitate change • Able to organise and facilitate meetings • Ability to communicate with staff at all levels • Ability to communicate with MDT • Ability to work as member of a team • High level of personal motivation Learning agility and commitment to self development • Decision making skills • Able to work autonomously • Demonstrate positive and supportive attitude within the team as a team player 	

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; 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 (IPC)

The prevention and management of acquired infection is a key priority for the Trust. 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 colleagues; 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.

- 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 - To ensure that information is only shared with the appropriate people in appropriate circumstances, care must be taken to check the recipient has a legal basis for access to the information before releasing it. 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, to protect yourself and the Trust from any possible 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 continuous personal development including, 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

SAFEGUARDING CHILDREN AND VULNERABLE ADULTS

We all have a personal and a professional responsibility within the Trust to identify and report abuse.

As an employee of the Trust, you have a responsibility to ensure that:

- you are familiar with and adhere to the Trusts 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

The Shrewsbury and Telford Hospital NHS Trust is committed to creating a culture that puts Continuous Improvement at the forefront of our transformational journey and our aim is 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.

Following a successful five-year partnership with the Virginia Mason Institute in the USA, SaTH continues to further develop and embed the Trust's approach to Continuous Improvement at all levels of the organisation. You will be supported by an Improvement Hub, which will provide the necessary expertise to support you make improvements, while also providing training at various stages of your time at SaTH, as part of your continuing professional development.

EQUAL OPPORTUNITIES AND DIVERSITY

The Shrewsbury and Telford Hospital NHS Trust is striving towards being an equal opportunities employer. No job applicant or colleague will be discriminated against on the grounds of race, colour, nationality, ethnic or national origin, religion or belief, age, sex, marital status or on the grounds of disability or sexual preference.

Selection for training and development and promotion will be on the basis of an individual's ability to meet the requirements of the job.

The Shrewsbury and Telford Hospital NHS Trust the post-holder will have personal responsibility to ensure they do not discriminate, harass, bully, or contribute to the discrimination, harassment or bullying of a colleague or colleagues, or condone discrimination, harassment or bullying by others.

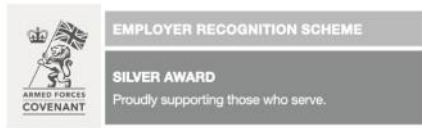
The post-holder is also required to co-operate with measures introduced to ensure equality of opportunity.

NO SMOKING POLICY

There is a no smoking policy in operation within the Trust. Smoking within the Trust's premises or within the Trust's grounds is not permitted.

MISCELLANEOUS

This job description is an outline of the key tasks and responsibilities of the post and is not intended to be 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.





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