

JOB DESCRIPTION

JOB DETAILS	
Job Title	Associate Director of Midwifery
Reports to	Divisional Director(s), Specialist Services
Band	Band 8D
Department/Directorate	Specialist Services Division - Women's Services

JOB PURPOSE
<p>Associate Director of Midwifery is the most senior Midwife in Royal Devon University Healthcare NHS Foundation Trust and will provide expert strategic, operational and professional leadership for the delivery of midwifery, maternity and neonatal services (in collaboration with Lead Children's Nurse) in hospital and community settings.</p> <p>The key elements of the role are:</p> <ul style="list-style-type: none"> Professional and operational leadership of midwives, maternity, gynaecology and neonatal nurses, building, motivating and developing staff to drive forward the delivery of high-quality services Responsibility for delivery of safe, high quality maternity care in collaboration with ICB Director of Midwifery, Local Maternity and Neonatal System (LMNS), Maternity Voices Partnership (MVP), other service providers in Devon & Cornwall, education providers and SW Regional midwifery and nursing leaders Workforce planning and professional development Collaboratively with Divisional Triumvirate colleagues to lead on service & strategy development and support operational delivery of maternity and neonatal services Working with system partners for strategic planning of local maternity and neonatal services

KEY RESULT AREAS/PRINCIPAL DUTIES AND RESPONSIBILITIES
<ul style="list-style-type: none"> Provide strategic, operational and professional leadership and advice that ensures a strong focus on midwifery and the delivery of safe high-quality maternity and neonatal services. Be the expert voice on midwifery and maternity services to the Executive team and Trust Board members in collaboration with obstetric colleagues Accountable for clinical and professional leadership of safeguarding and governance of maternity and neonatal services. Develop & lead the delivery of integrated and robust assurance/work programmes for each area of accountability across the Trust, ensuring that delivery is in line with organisational, regulatory and national guidance & benchmarks including CQC, CNST, Ockenden & the Kirkup report. Developing and implementing an evidence based maternity and neonatal workforce plan, to include workforce transformation, retention, the use of non-medical advanced practice roles and skill mix of registered and support roles. To develop constructive and productive relationships with key internal and external stakeholders, employing highly effective communication skills. Ensure that knowledge gained is used to ensure continuous improvement of services for the benefit of service users. Implement strategy and policy, as it relates all elements of the portfolio, to enable Royal Devon to achieve its strategic objectives, do this within a framework of workforce planning, governance, accountability and performance monitoring (Trust and ICS). Interpret national guidance, legislation and policy and advise Trust Directors of Nursing & Chief Nursing Officer on compliance / assurance risk in relation to portfolio.

- Assess the impact of new national initiatives and legislation within areas of responsibility, ensuring successful action planning, implementation, compliance and policy development.
- Building and sustaining a positive work/team culture in which staff thrive and perform at their optimum within the Trust's values framework.

KEY WORKING RELATIONSHIPS

Total number of Royal Devon maternity, gynaecology and neonatal staff (Inc. medical, nursing/midwifery, AHP but exc. admin and clerical staff): **615***

Eastern services: 467

- Maternity - 264
- Obstetrics and Gynaecology - 132
- Neonatal - 71

Northern Services: 148

- Maternity - 106
- Gynaecology - 24
- Neonatal - 18

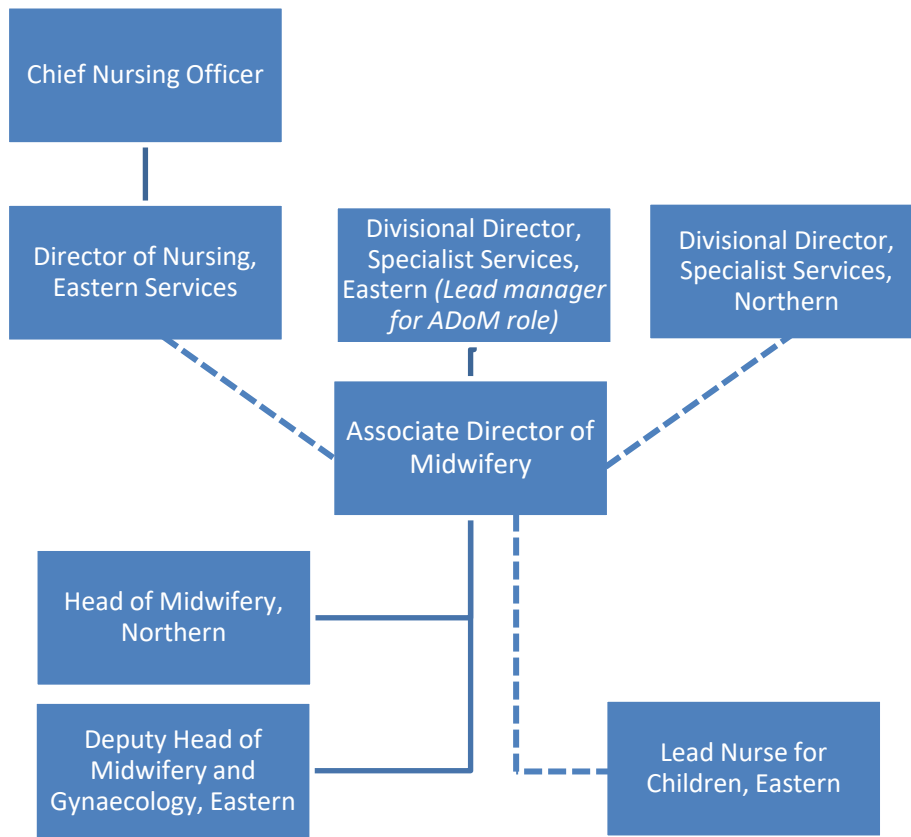
**Figures were correct at time of creation of Job Description*

The post holder is required to deal effectively with staff of all levels, predominantly at senior level throughout the Trust and as and when they encounter on a day to day basis. In addition, the post holder will deal with the wider healthcare community, external organisations and the public in the areas of their responsibility.

Of particular importance are working relationships with:

Internal to the Trust	External to the Trust
<ul style="list-style-type: none"> • Executive Chief Nurse and Executive Team • Directors of Nursing (East and North) • Divisional management team • Executive & Non Executive Maternity Safety Champions • MDT team 	<ul style="list-style-type: none"> • Maternity Voices Partnership (MVP) • Regional Chief Midwifery Officer • HEI's and HEE • ICB leadership and LMNS team

ORGANISATIONAL CHART



Professional reporting line: - - - - -

Direct managerial line: —————

FREEDOM TO ACT

The post holder has the freedom to act autonomously to ensure that areas within portfolio achieves its objectives through the core areas of strategic planning; general management; financial management; performance management; planning, policy and service development, including transformation; service quality; workforce management; and information Management.

The post holder will make decisions based on their own interpretation of broad clinical and professional policies advising the organisation how these should be interpreted. There will be significant autonomy in this role with the post holder being responsible for a wide range of duties.

COMMUNICATION/RELATIONSHIP SKILLS

The post holder is required to have highly developed communication and leadership skills that reflect and promote the values of the organisation and act as a role model for all staff.

The post holder will be required to work across organisational boundaries both internally and externally to develop collaborative partnership working.

The post holder will need to draw upon highly developed and extensive professional knowledge to act as a source of expert advice and knowledge.

The post holder will be required to provide and present reports both verbal and written to the Executive Team, Trust board and other forums. This may include presenting highly complex, highly sensitive or highly contentious information to large groups of people both internally and externally, sometimes in a

hostile and / or highly emotive atmosphere. A variety of techniques to enact a change in behaviours and or outcomes will be needed.

ANALYTICAL/JUDGEMENTAL SKILLS

The post holder will be required to review and analyse highly complex information or data arising from various reports, enquires, complaints, incidents, workforce issues that require interpretation, comparison of a range of options and, as the organisation expert and specialist, provide sound advice and judgements so that recommendation can be made appropriately in regards to the provision of a safe, quality nursing and midwifery workforce across the maternity and neonatal services of Royal Devon University Healthcare.

PLANNING/ORGANISATIONAL SKILLS

The post holder will be required to:

- Develop, plan and organise a wide range of complex activities to enable the long-term strategic development of maternity and neonatal services across the Trust; ensuring the maternity and neonatal nursing and midwifery workforce contributes to and is developed to meet the trusts strategic objectives.
- Lead on business development.
- Offer advice across both organisations on the best use of workforce/financial resources to ensure that effective nursing care is provided, taking responsibility for initiating improvements.
- Lead the professional aspects of workforce planning of the maternity and neonatal nursing and midwifery workforce across the Trust. i.e. review and implement the continuity of carer model trust wide

PATIENT/CLIENT CARE

As a sub-division within the Specialist Services divisions, the post holder will be accountable for the delivery of safe and effective maternity and neonatal clinical services across the Trust, and to continuously participate in the improvement of patient care using complex workforce data and performance reports to inform decisions/development and improvement plans.

POLICY/SERVICE DEVELOPMENT

The post holder will be responsible for relevant policy implementation and development of relevant policies for the organisation. The post holder will lead on the development and implementation of all corporate policies and guidance related to maternity and neonatal services.

FINANCIAL/PHYSICAL RESOURCES

The post holder will:

- Have delegated full budget holder responsibility with the Divisional Lead Director for the Division's budgets.
- Ensure that appropriate care is provided within available resources and the division achieves its service and financial targets.
- Have senior responsibility for use of resources, and development of business cases/case for change to justify spend on complex/speculative activities. There is an imperative to prove and demonstrate value for money on expenditure and the post holder will be required to evidence return on investment.
- Liaise with other members of the multi-professional senior team to ensure that there is efficient use of resources including finance and staff.

HUMAN RESOURCES

Direct management and accountability for the performance of the functions relevant teams within maternity and neonatal services including: budgetary management, workforce redesign, recruitment, training and development, performance management, operational planning, grievance and discipline,

ensuring that the teams have clarity of deliverables, possesses the necessary skills and motivation to deliver the levels of service required both now and, in the future.

INFORMATION RESOURCES

The post holder is responsible for generating and recording information appropriately and for monitoring the quality of information generated by others and undertake regular audits as appropriate. The post holder will use a variety of software packages and will be required to manipulate data via spreadsheets application and use word-processing or PowerPoint packages for the preparation of presentation and reports.

RESEARCH AND DEVELOPMENT

The post holder will be responsible for have leadership responsibility for the provision of midwifery complex clinical audits and returns for the Trust, for analysing research information and data to inform the Trust's strategic and operational delivery and oversee the review and implementation of changes in clinical practice, The post holder not be expected to participate in research within their role but will be responsible for the promotion of midwifery led research throughout the organisation.

The post holder will act in an advisory/collaborative role with all senior members of the multi-professional team and coordinate project work, research, audit and developments Trust wide disseminating learning and actions from programmes and projects.

PHYSICAL SKILLS

The post holder will be required to travel to both Northern and Eastern sites. The post will involve a combination of sitting, standing, walking duties and developed skills will be required to work clinically as a practicing midwife.

PHYSICAL EFFORT

The post holder will be required to travel to both Northern and Eastern sites. The post will involve a combination of sitting, standing, walking duties and will be required to work clinically as a practicing midwife.

MENTAL EFFORT

The post holder will be required to sustain frequent and extended periods of concentration, for example analysing complex data, interpreting national guidance/legislation.

Writing reports and as part of an unpredictable work pattern that may include frequent interruptions to deal with service issues or staff needs.

EMOTIONAL EFFORT

The post holder will frequently encounter highly distressing and emotional circumstances connected with patient care and may include unexpected deaths, complex complaints, and serious incidents. This may involve direct face to face contact with patients, or their relatives, carers, conveying unwelcome news and managing associated challenging behaviours.

The post holder will be required to regularly deal with conflicting viewpoints or information which may be complex or of a sensitive nature where highly developed negotiation skills will be required. This will often be in a pressurised situation.

WORKING CONDITIONS

The post holder may occasionally be exposed to body fluids when working clinically supporting the wards.

There will be extensive used of VDU's on a daily basis.

The post holder will be required to travel to both NDDH and RD&E sites and other locations as required.

OTHER RESPONSIBILITIES

Take part in regular performance appraisal.

Take part in maternity on call rota

Undertake any training required in order to maintain competency including mandatory training, e.g. Manual Handling

Contribute to and work within a safe working environment

You are expected to comply with Trust Infection Control Policies and conduct him/herself at all times in such a manner as to minimise the risk of healthcare associated infection

As an employee of the Trust, it is a contractual duty that you abide by any relevant code of professional conduct and/or practice applicable to you. A breach of this requirement may result in action being taken against you (in accordance with the Trust's disciplinary policy) up to and including dismissal.

You must also take responsibility for your workplace health and wellbeing:

- Be physically active at work (i.e. take breaks away from your desk, taking the stairs where possible)
- When required, gain support from Occupational Health, Human Resources or other sources.
- Familiarise yourself with the health and wellbeing support available from policies and/or Occupational Health.
- Follow the Trust's health and wellbeing vision of healthy body, healthy mind, healthy you.
- Undertake a Display Screen Equipment assessment (DES) if appropriate to role.

APPLICABLE TO MANAGERS ONLY

Leading relevant people effectively and supporting their wellbeing by:

- Championing health and wellbeing.
- Encouraging and support staff engagement in delivery of the service.
- Encouraging staff to comment on development and delivery of the service.
- Ensuring during 1:1's / supervision with employees you always check how they are.

DISCLOSURE AND BARRING SERVICE CHECKS

This post has been identified as involving access to vulnerable adults and/or children and in line with Trust policy successful applicants will be required to undertake a Disclosure & Barring Service Disclosure Check

GENERAL

This is a description of the job as it is now. We periodically examine employees' job descriptions and update them to ensure that they reflect the job as it is then being performed, or to incorporate any changes being proposed. This procedure is conducted by the manager in consultation with the jobholder. You will, therefore, be expected to participate fully in such discussions. We aim to reach agreement on reasonable changes, but if agreement is not possible, we reserve the right to insist on changes to your job description after consultation with you.

Everyone within the Trust has a responsibility for, and is committed to, safeguarding and promoting the welfare of vulnerable adults, children and young people and for ensuring that they are protected from harm, ensuring that the Trusts Child Protection and Safeguarding Adult policies and procedures are promoted and adhered to by all members of staff.

Northern Devon Healthcare NHS Trust and the Royal Devon and Exeter NHS Foundation Trust continue to develop our long standing partnership with a view to becoming a single integrated

organisation across Eastern and Northern Devon. Working together gives us the opportunity to offer unique and varied careers across our services combining the RD&E's track record of excellence in research, teaching and links to the university with NDHT's innovation and adaptability.

<ul style="list-style-type: none"> • Extensive knowledge and experience in working in maternity services in a range of environments at a senior level • Extensive programme management experience in a large/complex organisation including design, development, implementation and management of change in a multi stakeholder environment. • Ability to make judgement on clinical and professional standards • Ability to write management reports identifying investigation findings, clearly documented with appropriate judgement and actions needed • Ability to gain credibility with and influence fellow clinicians, managers and speciality leads- including influencing clinical changes where appropriate 	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p>	
<p>PERSONAL ATTRIBUTES</p> <ul style="list-style-type: none"> • Flexibility in working patterns to meet the needs of the portfolio as required • Willing to accept additional responsibilities as delegated by senior staff • To be self-motivated • Patient/Customer orientated approach to role • Conflict- Ability to deal with conflict within any of the terms for which the post is responsible, which may include service user 	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p>	
<p>OTHER REQUIREMENTS</p> <ul style="list-style-type: none"> • The post holder must demonstrate a positive commitment to uphold diversity and equality policies approved by the Trust • Ability to travel to other locations as required 	<p>E</p> <p>E</p>	

WORKING CONDITIONS/HAZARDS	FREQUENCY (Rare/ Occasional/ Moderate/ Frequent)			
	R	O	M	F
Hazards/ Risks requiring Immunisation Screening				
Laboratory specimens	Y/N	X		
Contact with patients	Y/N	X		
Exposure Prone Procedures	Y/N	X		
Blood/body fluids	Y/N	X		
Laboratory specimens	Y/N	X		
Hazard/Risks requiring Respiratory Health Surveillance				
Solvents (e.g. toluene, xylene, white spirit, acetone, formaldehyde and ethyl acetate)	Y/N			
Respiratory sensitisers (e.g isocyanates)	Y/N			
Chlorine based cleaning solutions (e.g. Chlorclean, Actichlor, Tristel)	Y/N			
Animals	Y/N			
Cytotoxic drugs	Y/N			
Risks requiring Other Health Surveillance				
Radiation (>6mSv)	Y/N			
Laser (Class 3R, 3B, 4)	Y/N			
Dusty environment (>4mg/m3)	Y/N			
Noise (over 80dBA)	Y/N			
Hand held vibration tools (=>2.5 m/s2)	Y/N			
Other General Hazards/ Risks				
VDU use (> 1 hour daily)	Y/N			X
Heavy manual handling (>10kg)	Y/N	X		
Driving	Y/N			X
Food handling	Y/N	X		
Night working	Y/N	X		
Electrical work	Y/N	X		
Physical Effort	Y/N			X
Mental Effort	Y/N			X
Emotional Effort	Y/N		X	
Working in isolation	Y/N		X	
Challenging behaviour	Y/N		X	