



DELIVERING  
OUTSTANDING  
CARE AND  
EXPERIENCE



RECRUITING,  
DEVELOPING AND  
RETAINING OUR  
WORKFORCE



AN ANCHOR  
IN OUR  
COMMUNITIES



WORKING TOGETHER  
WITH LOCAL HEALTH  
AND SOCIAL  
CARE PROVIDERS



DELIVERING  
LONG-TERM  
SUSTAINABILITY



# Information pack for the post of Retention Midwife Division of Maternity

December 2023



GOOD TO  
OUTSTANDING



**Welcome from Chief Executive Hannah Coffey**

Hello and welcome to our Trust! I am delighted that you are considering our organisation as a place to work.

This is a really exciting time for our patients and staff as we work with our local health system partners across Cambridgeshire, Peterborough and South Lincolnshire to deliver some key development projects that will shape the care we provide for future generations within the 900,000-strong catchment we serve. As well as building a new hospital at Hinchingsbrooke and redeveloping our sites at Peterborough and Stamford to better meet the needs of patients, we are investing in a Trust-wide electronic patient record system and harnessing digital technology within our diagnostic services to enhance the quality and speed of diagnosis and treatment.

It's a great time to be joining TeamNWAngliaFT where we truly value the health and wellbeing of our staff and encourage our leadership team to empower their teams to be the best they can be, to help them develop in their careers and, at the same time, ensure our patients can experience good quality care by people who are dedicated to serving their health needs.

If you are looking to develop your career in an environment that's primed for organisational change, where you can actively contribute to the quality improvements we are making for our patients and staff, then look no further for your next role.

A handwritten signature in black ink that reads "Hannah Coffey". The signature is fluid and cursive.

**Hannah Coffey**  
**Chief Executive Officer**

## Job Description

<b>JOB TITLE</b>	Retention Midwife
<b>GRADE</b>	Band 7
<b>HOURS OF WORK</b>	37.5
<b>DEPARTMENT</b>	Maternity
<b>BASE</b>	Pan Site
<b>RESPONSIBLE TO</b>	Lead Midwife for Education
<b>ACCOUNTABLE TO</b>	Head of Perinatal Clinical Governance & Quality Improvement

## Job Summary

The aim of this role is to provide individualised support in clinical areas for preceptorship midwives, return to practice learners and early career midwives to enhance their experience of work.

The postholder will work closely with the Practice Development Midwives and Learning Environment Lead to enhance experience of work and promote retention in the maternity workforce.

The postholder will offer individualised supportive interventions, including learning, career advice and pastoral care.

## Key Working Relationships (organisational chart)

### Internally

- Practice Development Team
- Learning Environment Lead

- Professional Midwifery Advocates
- Maternity Leadership Team
- Senior Midwives
- Human Resources
- Recruitment Team
- Trust Practice Education Team

### **Externally**

- Higher Education Establishments
- Regional and National retention teams
- Local Neonatal Maternity System (LMNS – C&P)
- Maternity & Neonatal Voices Partnership (MNVP)

## **Main Duties and Responsibilities**

### **Key areas of responsibility**

- Enhanced competence and confidence of newly registered midwives
- Effective communication between NWAFT and midwifery programme providers
- Support the experience and retention of newly registered midwives

### **Clinical and Leadership**

- Ensure effective communication and develop proactive working relationships between NWAFT and midwifery programme providers from HEIs, as required, and work as an integral part of the midwifery practice education team.
- Collaborate with the team to support retention and career development of all midwives within the Trust.
- Link into year 3 students during their training to discuss the transition from student to newly qualified practitioner, preceptorship programme and employment opportunities at NWAFT.
- In collaboration with the practice development Midwives develop appropriate strategies and provide a well-structured orientation and training programme to support

and meet the needs of students transitioning to newly registered midwives. Ensure they dovetail with the needs of staff and clinical risk priorities.

- Work with the midwifery education team to facilitate and support clinical and educational programmes for all preceptees within the first year of qualification and undergraduate student midwives on placement.
- Working across all areas of the maternity services act as a visible resource of support and advice for newly registered midwives and learners in practice.
- Share best practice examples across the Division and Trust, and regionally.
- Working with the midwifery Practice Development team to ensure staff meet NMC regulatory requirements and are trained to deliver the highest standard of education support to students, learners, and newly registered midwives.
- Promote and practice evidence-based midwifery care.
- Promote professional practice, education, and training in line with relevant research.
- Develop and maintain effective links with ward managers, senior clinical midwives supporting practice education and recruitment events for new students and the implementation of the curriculum in clinical placement areas.

### **Management responsibilities**

- To contribute to the development and implementation of policies and procedures relating to student /learner placements, preceptorship, professional advocacy, and continuing professional development.
- Provide focus groups to identify areas of development to continually support the preceptorship journey.
- Collate and analyse local data to evaluate activity and produce reports around newly registered midwives practice learning experience and retention.
- Identify innovative solutions to enhance programme outcomes and invigorate approaches that have demonstrated value and impact in the past and monitor impact of interventions implemented.
- Regularly review the preceptorship programme and documentation to enhance the experience of newly registered midwives.
- Represent maternity and NWAFT at key meetings as required ensuring effective communication and partnership working.
- Participate in the selection and appointment of newly qualified midwives.
- Act as a direct link between the Head of Midwifery, Senior Team and newly registered midwives to inform them of enhancements in learner and staff experience.
- Work collaboratively with the regional and national retention teams to inform and evaluate national retention offer for midwives.
- Participate in learning activities locally and nationally to enhance the overall objectives of the programme.
- Learn from positive practice examples, sharing this information within the Division and externally across the Trust, C&P LMNS and region.

### **Professional responsibilities**

- To proactively participate in midwifery as a supervisee and as a supervisor for ongoing professional development and to provide support for staff.

- Identify personal training and development needs to ensure continuing professional development.
- To work as part of the midwifery education team supporting colleagues with other midwifery priorities as guided by the Lead Midwife for Education and Maternity Senior Team

### Education responsibilities

- Be responsible for keeping up to date with legislation, Trust policies and procedures and National policy relating to practice learning health and social care education, to ensure practice learning and preceptorship is of a high standard.
- Be conversant with the Trust's training and development policies and procedures and demonstrate a sound working knowledge of the practical implications and applications of these to managers.
- Actively participate in practice placement audits and provide support for practice areas as required to review and implement action plans.
- Work with the Senior Midwifery Team, monitoring and evaluating the quality of practice placements for learners and newly qualified, including analysing and interpreting student and learner evaluations. Create and provide reports as required.
- Contribute to the development of Trust internal policies, practices, and procedures as relevant to role.
- Support ward managers and clinical educators to maintain a positive learning environment for all staff and learners.

### Clinical responsibilities

- To participate in specialist midwifery clinical cover as required and in line with the agreed organisation for escalation.
- To work clinically alongside preceptorship midwives to support the development of confidence within skills and competencies.
- To provide high quality evidence-based midwifery care, for all women and babies.
- To support and empower women throughout the childbirth experience, providing information and choices enabling them to make informed decisions about their care.
- To act as an advocate for women, the infant and the family.
- Maintain, update, and develop own clinical skills.
- Undertake the clinical roles and responsibilities of a Band 7 Midwife and participate in co-ordinating/taking charge of a clinical area, providing effective clinical leadership and advice, ensuring an optimum level of safe and effective care.
- To observe the NMC 'The code –Professional standards of practice and behaviour for nurses, midwives and nursing associates' (NMC 2015) and the midwifery regulations: Practising as a midwife in the UK' (NMC 2017)

### Personal / Other responsibilities

- Act professionally always, acting as a role model and as an expert midwifery resource.
- To be highly visible, accessible, and approachable leader to staff, patients, carers, families
- Act as an expert in response to quality and safety concerns, reviewing trends and initiating reviews as appropriate.
- To be familiar with and adhere to the policies and procedures of the Trust.
- Ensure that all duties are carried out to the highest possible standard, and in accordance with the current quality initiatives within the work area.
- To ensure that collaborative links are made with other professional groups both within and outside the organisation, and to promote inter-departmental and inter-professional relations.
- Continually demonstrate evidence of developing own clinical/managerial knowledge and expertise. Keep up to date with national and local development in midwifery and NHS policy and practice. Maintain a personal professional portfolio.
- Utilise the appraisal process to further professional development. Set clear objectives in the annual appraisal system to meet personal and service needs within the strategic plan.
- To utilise opportunities for personal professional development within the Trust and beyond and to act as a positive role model in raising the profile of maternity.
- Be aware of the local guidelines for annual and other leave.
- To be competent in the use of the Trust's information technology systems
- To ensure due regard to given customs, values and spiritual beliefs of staff, patients, carers and their relatives.

### Key Performance Indicators

Work to Key Performance Indicators for the Department for the purpose of quality and performance monitoring against organisational objectives.

The job description is not intended to be exhaustive, and it is likely that duties may be altered from time to time in the light of changing circumstances and after consultation with the post holder.

### Effort, skills and working conditions.

<b>Physical skills</b>	Highly developed physical skills, accuracy important, manipulation of fine tools, materials. Dexterity and accuracy required for e.g., suturing, intravenous injections, syringe pumps and infusions, insertion of catheters. Advanced keyboard skills
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<b>Physical effort</b>	Occasional/frequent moderate effort for several short periods. Sitting or standing in a restricted position
<b>Mental effort</b>	Frequent concentration. Complex facts or situations requiring interpretation; analysis; comparison of options. Skills for assessing and interpreting specialist acute and other patient conditions, and appropriate action. Responds to crises, emergencies. The work pattern varies greatly therefore skills of prioritisations are required.
<b>Emotional effort</b>	Occasional exposure to distressing or emotional circumstances
<b>Working conditions</b>	Occasional highly unpleasant conditions Smell, noise, dust, body fluids

## Working at our Trust

### A. Our Values

Our Trust Values highlight the core principles and ideals of our Trust and underpin everything that we do. They establish the kind of people we want to be, the service we hope to provide and how we interact with our stakeholders and community.

The Values were created and selected by members of the public, patients and our staff, and highlight the principles we believe are the most important. They steer the decisions we make and guide the behaviour of our Trust family so we can accomplish our Vision.

We regularly measure ourselves against these Values, at every organisational level, so we can identify how we are living them and where we need to make improvements. The Trust board will monitor and review how the Trust performs against the values regularly, to ensure we provide the best possible patient care.



## B. Divisional Structure

Following the formation of North West Anglia Foundation Trust in April 2017, our operational functions across our hospitals merged to form five clinical divisions:

- Division of Medicine
- Division of Urgent Care and Emergency Care
- Division of Surgery
- Division of Family and Integrated Support Services
- Division of Maternity, Gynaecology and Breast Services

The clinical divisions are key to our service delivery and they are led by a triumvirate comprising a Divisional Director, Divisional Nursing Director, and Divisional Operations Director.

## C. Your responsibilities to the Trust, our patients and staff

The Trust aims to provide high standards of patient care and to ensure that our staff are supported in their roles that help us achieve this. As part of your role, you are expected to adhere to Trust policies and procedures which are designed to guide you in your work and ensure that the Trust, and you as an individual, comply with legal requirements. Non-adherence to Trust policies and procedures may be addressed through the Trust's disciplinary process.

Key policies are outlined below; you are also required to act by policies specific to your job role, which are covered at induction.

## **Equality and Diversity Policy**

No patient or member of staff should receive less favourable treatment on grounds of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, or sexual orientation, and should not be placed at a disadvantage which cannot be shown to be justifiable. You have a responsibility to patients and staff to ensure that this is achieved.

## **Health & Safety**

You have a responsibility to consider yourself and anyone else that could be affected by the things you do or don't do, that you should have while at work. You are responsible for informing your manager of any health and safety concerns you identify by using the trust incident reporting system for any accidents, incidents or near-misses that happen to you or that you are aware of to reduce injuries or loss.

Additionally, if you have management responsibilities you must ensure the implementation of the Trust's health and safety and risk management policies, procedures, and codes of practice through your directorate or business unit management structure ensuring that communication pathways are clear and explicit at all levels of employment, to maintain the health, safety and welfare of employees or others who may be affected.

## **Data Protection**

You are to always maintain the highest standards of data protection and confidentiality, ensuring that person-identifiable data is held securely (including password protection and encryption) and that data held and entered into Trust systems is correct. You are to observe confidentiality for commercially sensitive data and to promote the highest standards of information governance by the Data Protection Act 1998, Freedom of Information Act 2000 and Trust policies and procedures.

## **Data Quality**

It is your responsibility to ensure that any data collection required is accurate, timely, complete, and stored securely in the appropriate place or system, whether as a paper or an electronic record. This includes data input onto the Trust's information systems, patient records, staff records and finance records. You are expected to submit data for quality assurance checks as required. You will be expected to undertake training required to assure the quality of data collected and to participate in any relevant audits required as part of the Trust's and external quality improvement programmes.

## **Customer Care**

You are always required to put the patient first and do your utmost to meet their requests and needs courteously and efficiently. So that you to understand the principles of customer care and the effects on you and the service that you provide, full training will be given.

## **Values**

How our staff live and work according to our values will be through our 'personal responsibility framework' - which outlines how staff are expected to behave.

## **Infection Control**

You have a responsibility to comply with Trust policies for personal and patient safety and prevention of healthcare-associated infection (HCAI); this includes a requirement for consistent compliance with hand hygiene, use of personal protective equipment and safe disposal of sharps. You will be asked about adherence to measures for reducing HCAI at the annual appraisal.

## **Smoking Policy**

You are not allowed to smoke in Trust buildings or grounds. Assistance will be provided to assist you to quit smoking through our Occupational Health service.

## **Confidentiality**

Under no circumstances, either during or after the end of your employment may you divulge any unauthorised personal identifiable information relating to the Trust. This also includes but is not limited to, information covering patients, individual staff records, industrial relations, financial affairs, contract terms and prices or business forecasts.

## **Safeguarding the welfare of children and vulnerable adults**

You should be aware of Trust policies and procedures on safeguarding the welfare of children and vulnerable adults., and appreciate the importance of listening to children, young people, and vulnerable adults, particularly when they are expressing concerns about their own or other children's/vulnerable adult's welfare.

## **Mandatory Training**

You are required to attend mandatory training as required. if you are unable to attend a required session you should ensure that this is rectified with your line manager's support at the next available opportunity.

## **Raising issues of Concern**

If you have any concerns about practices or processes within the Trust, you should raise this with your line manager. If you do not feel able to raise concerns directly you should access the Trust's haven procedures for raising issues of concern in confidence.