

Job Title	: Quality Improvement /Maternity Transformation Lead Midwife
Department	: Maternity & Gynaecology
Care Group / Directorate	: Women's Health
Band / Grade	: 8B
Responsible to	: Head of Midwifery for Governance, Assurance
Accountable to	: Director of Midwifery and Gynaecology
Number of direct reports	: 11 (potential to change)
Budgetary Responsibility	: 0
Location	: Cross site

King's College Hospital NHS Foundation Trust is one of the UK's largest and busiest teaching Trusts with a turnover of £1 billion, 1.5 million patient contacts a year and around 15,000 staff based across 5 main sites in South East London. The Trust provides a full range of local hospital services across its different sites, and specialist services from King's College Hospital (KCH) sites at Denmark Hill in Camberwell and at the Princess Royal University Hospital (PRUH) site in Bromley.

King's is committed to delivering Sustainable Healthcare for All via our Green Plan. In line with national Greener NHS ambitions, we have set net zero carbon targets of 2040 for our NHS Carbon Footprint and 2045 for our NHS Carbon Footprint Plus.

Our values at King's, are that we're a kind, respectful team;
 Kind. We show compassion and understanding and bring a positive attitude to our work
 Respectful. We promote equality, are inclusive and honest, speaking up when needed
 Team. We support each other, communicate openly, and are reassuringly professional

The trust-wide strategy Strong Roots, Global Reach is our Vision to be BOLD, Brilliant people, Outstanding care, Leaders in Research, Innovation and Education, Diversity, Equality and Inclusion (EDI) at the heart of everything we do. By being person-centred, digitally-enabled, and focused on sustainability, we can take Team King's to another level

King's is dedicated to embracing the broad diversity of our staff, patients and communities and stand firmly against all forms of prejudice and discrimination. This includes, but is not limited to, racism, ableism, homophobia, biphobia, transphobia, sexism, ageism, religious discrimination, and any other prejudiced behaviour that undermines the rights, wellbeing and identity of our staff, and patients.

As part of our commitment to EDI, we have five staff network groups that represent and advocate for staff:



Job Summary

The aim of this role is to support high quality maternity and neonatal services across women's health group in line with the national ambition to implement maternity transformation and three year single delivery plan. This is to ensure the Quality Improvement methodology is embedded in every aspect of care provisions and human resource management, in support of high quality, effective and efficient services. This is to ensure the care group can withstand any external and internal scrutiny and national reports in to safer maternity care for example CQC and maternity incentive scheme.

The post holder would be a member of the Women's Health Safety and Quality Team, and support the local compliance, Assurance and Transformation patient safety; quality assurance and quality Improvements. This includes building capability within the operational teams who will ensure there is a consistent approach to leading on local quality improvement projects to enhance care. The post holder will be providing the direction or quality improvement strategy focusing on implementation of local and national strategic drivers, audit, learning from staff and

Patient feedback and support with ensuring guidelines are in date. This includes working closely with the Organizational development team to ensure there is an equitable service for all that is inclusive and responsive to all staff and families in our care in line with the Equality, diversity and inclusion strategy.

Kings College Hospitals' EDI 2022-2024 Roadmap sets out how King's will achieve one of its four overarching objectives identified in the Trust's Strong Roots, Global Reach strategy: to have diversity, equality and inclusion at the heart of everything we do. The post holder will be responsible for supporting the implementation of the EDI Roadmap in maternity services.

Key Working Relationships

Director of Midwifery and Gynaecology
Heads of Midwifery
Consultant Midwives
Maternity Assurance, Compliance and Transformation Lead
Maternity and Gynaecology Matrons
Obstetricians, Gynaecologists and Neonatologists
Practice Development Midwife
Midwifery Practice Facilitator
IT Systems Specialist Midwife
Professional Midwifery Advocate Midwifery staff
Patient Outcomes Manager
Patient Safety and Risk Manager
Patient Experience Lead
Maternity Voices Partnership
Specialist Midwives
Equality, Diversity and Inclusion Team
Staff Networks

Main Duties and Responsibilities

- The post holder will act as professional role model, behaving in an exemplary manner at all times, demonstrating clinical leadership and midwifery oversight. Undertaking manager on-calls and manager of the day leadership.
- Contribute to the provision of excellent care, providing evidenced based, personalised care, delivered in a variety of models.
- Compliment the role of the senior midwifery team in ensuring that care provided is safe, inclusive and of a high standard.
- Promote team working, review, plan, implement and maintain the elements of the care bundle and continuity model, whilst engaging the teams in a consistent approach to improving patient experience and outcomes.
- Work in collaboration with the Director of Midwifery, Clinical Director, Head of Midwifery, Maternity Assurance, Compliance and Transformation Lead, Consultant midwives, senior midwifery team, Workforce and education teams to lead on Quality Improvement (QI) projects within maternity and women's health services.
- Champion and embed a culture within the unit to promote QI initiatives within maternity services.
- To lead on the implementation of a maternity equality, diversity and inclusion strategy and action plan which promotes, monitors and advises on equality, diversity and inclusion (EDI) legal and mandatory requirements and best practice in relation to staff and patients.
- To liaise with the Trust's Heads of Equality and Inclusion, to provide advice and subject matter guidance for the maternity team on all EDI related matters, with particular emphasis on the clinical pathway for Black, Asian and Ethnic minority service users (Global majority).
- To develop key alliances and positively engage with internal and external agencies, communities and stakeholders to enhance the Trust's reputation, and ensure that local people are fully involved in helping improve services and with reference to addressing perceived health inequalities.
- Lead on local implementation of the public health agenda working closely with the South East London ICB and Local maternity and neonatal services such as Saving babies lives care bundle, pelvic health and Baby Friendly Initiative.

Quality Improvement

- To organize an education program ensuring each clinical area has a lead for QI and there is a local live QI program to improve quality and safety of care based on the areas identified as gaps.
- To provide a quarterly report that demonstrates QI activities within the service, working alongside the maternity and neonatal service improvement programs across SEL.
- To help identify local requirements for quality improvement through liaison with the multidisciplinary team.
- To provide leadership, QI and specialist advice and support to staff and students within midwifery and obstetrics.

- To support staff in their local improvement work by identifying information on best practice, facilitating 'Plan, Do, Study, Act' cycles and developing local skills in quality improvement.
- To ensure that patient and staff feedback are integral to the planning and delivery of work programs to inform decision making as well as how QI methodology is used to embed an inclusive culture, incorporating the result of staff surveys and SCORE.

Governance/Quality Control

- To support and actively engage with the preparation for CQC and other quality inspections.
- To collate evidence to demonstrate compliance with NICE, Maternity Incentive Scheme (MIS) CQC action plans, and recommendations from other key reports and national strategic drivers. This includes CQC maternity survey annual report as well as recommendations from perinatal mortality MBRRACE report.
- To edit a quarterly patient experience report that incorporates a triangulation of feedback from families about their care, themes from complaints, compliments and learning.
- To support the population of information for maternity safety champion meetings and in support of Perinatal Quality Surveillance Model working closely with the lead midwife for communication.
- To work closely with senior midwife team to drive relevant risk management strategies, incident management, learning applying PSIRF as a new framework to develop action plans that reduce risk of recurrence of any risks that is reported.
- Be accountable for own clinical practice and professional actions and omissions at all times and must abide by the Midwives Rules and standards, NMC code of conduct and all NMC legislation relating to the Midwifery and Nursing profession and revalidation
- Ensure continued and effective registration with the NMC and have at least annual appraisal with line manager, and contact with the Professional Midwifery Advocate as required.
- Be up to date and implement recommendations from Government and professional bodies in maternity care including NICE, MBRRACE, DH documents and guidance.
- To have responsibility for the health, safety and welfare of self and others and to comply at all times with the requirements of the Health and Safety and violence and aggression policies. To be aware of and understand your statutory obligations for the health & safety of others, as a manager.
- Ensure confidentiality at all times, only releasing confidential information obtained during the course of employment to those acting in an official capacity, and on a need-to-know basis. Always work within trust guidance in relation to confidentiality.
- Adhere to the Trust procedures on the reporting of complaints, accidents and untoward incidents, using the Inphase system for reporting, management and closure of incidents.
- Maintaining and monitoring a safe and clean environment within the clinical area in accordance with the Trust Health and Safety, Clinical Risk and Infection Control Policies.
- Have an awareness of the Child Protection procedures and who to contact within the Trust for further help and guidance. All employees have a duty and a responsibility to protect and safe guard children and vulnerable adults.

Education, research and practice development

- To plan and develop training for midwives and support workers in QI, EDI and cultural safety.
- To present findings and recommendations to staff through staff meetings, midwifery mandatory training and attendance at area specific forums.
- To Liaise and work closely with the appropriate education and clinical teams to ensure all learning is embedded.
- Develop midwifery standards within sphere of responsibility and participate in delivering in-service training programs including orientation programs and continuing professional development in conjunction with the senior midwifery team.
- Facilitate midwives and other staff to develop their clinical and educational skills and ensure that all staff attend mandatory training.
- Facilitate meeting the needs of all learners, by providing a good learning environment and maximising opportunities in clinical teaching.
- Participate in, and encourage other's participation in, audit, research, and other projects, whilst contributing to the development of Trust wide policies and strategy.
- Complete the training needs plan for fetal monitoring as required, taking into account and changing service needs in conjunction with Practice Support Team and Lead Midwife/Matron.
- Act as an agent of change in developing evidence based practice which promotes midwives autonomy.
- Contribute to the development and implementation of the maternity services strategy.
- Contribute to a strategy for midwifery clinical effectiveness.
- Identify opportunities where research can improve and enhance the delivery of maternity services placing the trust in a primary position for leading services in personalization of care.
- Plan, develop and evaluate methods and processes for gathering, analysing, interpreting and presenting data and information on maternity care and birth.

Communication and representation

- To coordinate the development and regular updating of the [Women's Health](#) website in liaison with the IT department.
- To coordinate and development and regular updating of the [Women's Health Kwiki](#) page.
- To be an advocate on behalf of [Women's Health](#) users to maximise their involvement.

Reporting and analysis

- To provide a monthly report on QI and EDI activity to the Clinical Governance Committee and to Trust committees when required.
- To provide information on care group audit activity and to assist in the compilation of the Trust's annual clinical effectiveness and audit report.
- To produce reports as required on QI activity and patient experience.

Clinical Responsibilities

- Maintain clinical relevance and credibility by undertaking regular clinical duties as agreed with your line manager and/or being a member of the PROMPT faculty.
- Work clinically as part of the extreme workload policy escalation plan.
- Facilitate and have continuing responsibility for the effective assessment, implementation and evaluation of all midwifery care in own sphere of clinical practice. Undertake the full role of the midwife as required including advanced decision making, using evidence based practice and highly developed skills.
- Develop and adhere to the maternity unit's philosophy and models of care to ensure that all policies and procedures are implemented and to lead on the development of evidenced based individualised centered midwifery practice, and assess the effectiveness of current practices within the team and introduce innovations that lead to improved quality of care.
- Adhere to the systems in place to store, check and administer drugs in accordance with the Trust and NMC policies, reporting any inconsistencies to the leadership team.
- Be confident and competent in dealing and leading obstetric emergencies in the hospital settings such as shoulder dystocia, pre-eclampsia, cord prolapse, antepartum haemorrhage, neonatal resuscitation, maternal resuscitation, sepsis, unexpected breech birth and other emergencies.
- Ensure the accurate, clear, contemporaneous, legible records are kept with evidence of assessment, planning, implementation and evaluation of care. Monitor standards and take corrective action as appropriate reporting to the senior team.
- Ensure due regard is given to needs, customs, values and spiritual beliefs of women, pregnant people and their families. Assess the needs of service users and their families and friends and deal with diversity sensitively.
- Take responsibility for own personal professional development, personal professional portfolio and remains up to date with statutory and mandatory training needs.

Equality and Inclusion

- To provide clear direction to ensure that the parameters of EDI transformation interventions and programs are clearly identified and documented including the identification of how the benefits will be realised.
- To ensure clear lines of EDI communication and consultation with key stakeholders and members of the internal teams, ensuring interdependencies are clearly identified and proactive actions taken.
- Strengthen links with local voluntary and community groups and organisations, including the Maternity Voices Partnership, Healthwatch and others.
- Working with the Communications team to develop communications with all key stakeholders.
- Lead on elements of the learning, development and training curriculum to support knowledge and skills development in the area of EDI.

Staff management

- Provide professional leadership within the area of responsibility as agreed at the point of employment.
- Monitor and evaluate standards of care and undertake the regular performance reviews of staff, setting clear and achievable objectives appropriate to the grade and role liaising with Human resources and occupational health as well as learning and development team.
- Effectively participate in the deployment of staff to meet both the needs of service users and their families as required, informing managers/lead midwife of any deficiencies or shortages, when unable to resolve after first attempts.
- Work with the matron and human resources participate in the recruitment, selection of midwifery staff and proactively seek ways to increase staff retention if required.
- When required, conduct meetings with own midwifery team/practice and document discussions reporting to the matron as appropriate.

Leadership

- Actively contribute to achieving the clinical governance goals of the maternity service and the Trust standards for nursing and midwifery, ensuring that they are met and completing any audits that may be required.
- Ensure communication and collaboration between maternity wards and departments is effective, that staff feel supported, able to voice concerns and be listened to.
- Have visible presence as a leader in the department, having contact with birthing people, their family and all staff, including the extended multidisciplinary team.

- Demonstrate professional courage, voice concerns, influence and inform excellent, evidence based care and decision making within the multidisciplinary team.
- Demonstrate professional pride, promote normality and the midwifery model of care, whilst recognising and acting when variation from the normal occurs, requiring escalation to, and team working with, medical colleagues.
- Deputise for heads of midwifery in their absence and participate on the on call rota.

Financial

- Assist the Director of Midwifery, Heads of Midwifery and matrons in using all resources effectively including finance, workforce and equipment, minimising waste.
- Monitor the safe storage and use of equipment to reduce damage and costly replacement; ensuring business plans are in place for replacement or servicing of vital equipment associated with the role.
- Provide maternity data to support effective income generation through the maternity tariff, and maternity contract monitoring
- Be fully compliant and understand e-learning packages and the financial cost of the packages we subscribe to.

People Management and Performance

- Lead, coach and manage the performance of the team in line with good people management practices. Ensuring excellence is recognised and underperformance is addressed.
- Participate in regular performance appraisal meetings and ensure each member of the team has a clear set of objectives and development plans.
- Ensure the team is compliance with all statutory, mandatory training together with any professional training requirements, ensuring they are up to date and fully compliant.
- Manage team absences including sickness in line with Trust policy ensuring the appropriate return to work meetings occur, e-roster is updated and productivity is at keep to the highest possible level.
- Identify and fill any vacancies that arise within the team in line with the Trust's recruitment policy and process.
- Identify talent and support the internal talent management process in order attract and retain and succession plan for your people.
- Review skills mix at regular intervals in order to identify any potential opportunities to maximise resource utilisation / allocation, ensuring job descriptions are kept up to date.
- Ensure overall wellbeing of the team is maintained. Continuously support in improving the morale of the team and implementing a culture of zero-tolerance for bullying and harassment.

General

- The post holder has a general duty of care for their own health, safety and wellbeing and that of work colleagues, visitors and patients within the hospital, in addition to any specific risk management or clinical governance accountabilities associated with this post.
- To observe the rules, policies, procedures and standards of King's College Hospital NHS Foundation Trust together with all relevant statutory and professional obligations.
- We want to be an organisation where everyone shares a commitment to delivering the very best care and feels like their contribution is valuable and valued.
- At King's we are a kind, respectful team:
Kind. We show compassion and understanding and bring a positive attitude to our work
Respectful. We promote equality, are inclusive and honest, speaking up when needed
Team. We support each other, communicate openly, and are reassuringly professional
- To observe and maintain strict confidentiality of personal information relating to patients and staff.
- To be responsible, with management support, for their own personal development and to actively contribute to the development of colleagues.
- This job description is intended as a guide to the general scope of duties and is not intended to be definitive or restrictive. It is expected that some of the duties will change over time and this description will be subject to review in consultation with the post holder.
- All employees must hold an 'nhs.net' email account which will be the Trust's formal route for email communication.
- Everyone is responsible for promoting inclusion no matter their role or team. At King's, we want to create an environment where everyone feels valued, respected and welcomed

Safe Guarding

The Trust takes the issues of Safeguarding Children, Adults and addressing Domestic Abuse very seriously. All employees have a responsibility to support the organisation in our duties by;

- attending mandatory training on safeguarding children and adults
- familiarising themselves with the Trust's processes for reporting concerns
- reporting any safeguarding child or adult concerns appropriately

Infection Control Statement

The post holder has an important responsibility for and contribution to infection control and must be familiar with the infection control and hygiene procedures and requirements when in clinical areas.

The post holder has an important responsibility for and contribution to make to infection control and must be familiar with the infection control and hygiene requirements of this role.

These requirements are set out in the National Code of Practice on Infection Control and in local policies and procedures which will be made clear during your induction and subsequent refresher training. These standards must be strictly complied with at all times.

PERSON SPECIFICATION

Quality Improvement /maternity transformation Lead midwife – Band 8b

	Essential	Desirable
Education and Qualifications		
Registered Midwife	X	
Master's Degree or equivalent experience/working towards	X	
Management or Leadership Qualification	X	
Extensive post registration experience in all areas including line management responsibilities	X	
Educated to a degree level or equivalent experience with evidence of further professional development	x	
Extensive Knowledge of current midwifery issues	x	
Mentorship qualification sign off mentor	X	
Demonstrates ability to challenge practice/behaviours when required	X	
Experience of evidence based practice/research and experience in changing clinical practice	X	
Can advocate for women and their families to support choice and control in childbirth	X	
Sound knowledge of clinical effectiveness and audit	X	
Experience in clinical teaching and or supporting student in practice.	X	
Undertaking and evaluate quality of innovative programs.	x	
NALS (Neonatal Advanced Life Support)		x
Fetal Monitoring Masterclass attendance (physiological CTG interpretation)		x
Evidence of participation in research and audit		x
Evidence of project management education / qualification		x
Formal QI program		x
Knowledge and Experience		
Evidence of leadership roles and skills	X	
Demonstrate some experience of leadership in current role and evidence of leading the team during shifts	X	
Evidence of managing staff and dealing with difficult situations in a non-confrontational manner	X	
Experience in carrying out staff appraisal	X	
Ability to prioritise own work load and that of other staff	X	
Awareness of policies for the management of sickness and other absence and of own role in monitoring and managing this	X	
Knowledge of procedures for safeguarding children, vulnerable adults and those with learning difficulties	x	
Evidence of implementing a change in practice		X
Ability to manage change at ward/department level.		X
Skills and Competencies		
Demonstrates knowledge of evidence based practice	X	

Demonstrates an understanding of the assessment process for students and of creating a positive learning environment.	X	
Evidence of teaching and mentoring	X	
Sign off mentor or on relevant course.	x	
Education qualification		x
Evidence of audit or research project		X
Evidence of data management		x
Excellent communication and inter-personal skills	X	
Motivates others and demonstrates enthusiasm for the clinical specialty	x	
Demonstrates a caring and sensitive approach to woman centered care	X	
Adaptable and responsive to changing needs and able to use own initiative	X	
Ability to identify stress in self and others and to take effective action to manage the situation.	X	
Understanding of clinical governance and risk assessment	X	
Able to demonstrate that can learn lessons from mistakes	X	
Be computer literate and must use trust email	X	
Clinical Leadership Program		x
Must be of good health and character	X	
Professional appearance and manner	X	
Demonstrates professional pride and a commitment to midwifery model of care and normality	X	
Able to address poor practice and conduct in others	X	
Reliable and excellent time keeper.	X	
Able to carry out all duties of the midwifery post	x	
Ability to act up in the absence of the matron / lead midwife or Head of Midwifery	x	
Evidence of acting up in absence of line manager		x