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## **Clinical midwife manager (Scotland)/Lead midwife (Wales and Scotland) /Lead midwife/Matron (England)**

The clinical midwife manager / Lead midwife is an experienced midwife with a hybrid role of operational management and clinical leadership and responsibility for a defined clinical area. As experienced managers they have a visible clinical and authoritative presence in clinical settings. They will support management across the maternity setting but have professional and managerial responsibility for a defined area. At times they may be required to deputise for more senior roles within the trust/health board.

Their role is to ensure the needs of women and their families are placed at the centre of care delivery and achieve national and local standards for clinical quality, safety and patient experience. The primary remit of the role is to get the basics of care right for women and their families.

Their role is to:

- ensure that care in their clinical area is high quality, woman centred and effectively managed
- provide professional leadership to the maternity workforce to ensure the highest standards of care
- implement quality assessments, develop local policies and guidelines in line with local and national recommendations
- advocate for women, their babies and families to improve their experience
- defuse, coordinate clinical advice around complaints and monitor the implementation of action plans

The four core responsibilities needed to achieve this are

- Clinically experienced midwife
- Management and professional leadership
- Education training and development
- Research and evidence base to develop and improve practice, service and the “patient” experience.

### **Clinical Practice**

Clinical midwife managers are confident, experienced and proficient/expert clinical midwives with at least five years recent post registration experience in a range of clinical practice areas. They should have skills that:



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- promote and support the expertise of the area they have management and professional responsibility for
- provide a visible and clinical presence and be responsible for delivering high quality care with the needs of the women and their babies at the centre of care delivery to ensure the organisation meets the national standards for clinical quality, safety and “patient” experience
- provide professional clinical advice for colleagues, women and their families.

### **Management and professional leadership**

A major remit for a midwife in this role is to support the head of midwifery and senior management team to deliver on the maternity agenda and strategy to the local population. They need to be dynamic professional and operational managers of the service to ensure the highest quality and standards of care. They must:

- provide excellent operational management skills and demonstrate excellent professional, clinical leadership to ensure the provision of high quality and responsive care
- lead on implementing investigations into complaints and local resolution of incidents or concerns, errors or omissions in care.
- implement action plans and develop policies and protocols to prevent recurrence ensuring lessons learned are audited and evaluated
- lead on implementing improvements in service in line with national standards for clinical quality, safety and “patient” experience
- manage the staff and service for a defined clinical area ensuring the effective running of services and the area meets service and organisational objectives within available resources
- provide support for the senior management team and to act as a positive role model for staff
- demonstrate a high level of knowledge and skills in problem solving, and decision making, implementing and monitoring solutions to ensure a high standard of care is given at all times
- contribute to local business and strategic planning
- participate in the 24 hour management of the service in the absence of more senior leaders

### **Education, training and development**

The nature of the role of Clinical Midwife Manager requires a career portfolio that demonstrates career long learning and development. In order to lead at this level they



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must be able to demonstrate their academic and clinical credibility as well as their management skills.

A clinical midwife manager will hold the minimum of a first degree or its equivalence and will be working towards a relevant master's qualification for example public health, midwifery or courses in business management. During their career development they should have undertaken some relevant leadership courses/apprenticeships/ management qualifications

- Promote and support maternity staff with ongoing academic and professional development and training to ensure high quality clinical skills and progress personal development
- Work collaboratively with education providers and other stakeholders to ensure a positive clinical learning environment and contribute to implementation of education programmes
- Maintain and develop ongoing own personal development, clinical leadership and management development.

### **Research and evidence base to develop and improve the service and patient experience**

Research and evaluation are vital components for the provision of high quality standards of maternity care. Lead clinical midwives need to be able to:

- Interpret and dissemination complex and diverse data so that there is compliance against local and national quality care standards
- report on trends identified against national surveillance data sets to inform practice across the setting and improve service provision
- Use findings to improve education and training interventions

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