



Promoting · Supporting · Influencing

RCM Career framework

Director of Midwifery

A director of midwifery (DoM) is the most senior, experienced practising midwife within an NHS Trust or Health Board. The DoM provides the corporate, strategic, professional lead for delivery of maternity services. They link the strategic and operational direction to ensure delivery of high quality and safe maternity services.

Directors of midwifery have three broad roles across the maternity settings:

- Lead professional leader for midwives and midwifery
- Advocate for safe, high quality maternity care in partnership with all maternity care providers and educationalists
- Lead and manage the strategic and operational delivery of maternity services

Professional leader

Directors of midwifery deliver a shared professional agenda with directors of nursing and key stakeholders on all matters relating to the delivery of maternity services; influencing and developing a maternity strategy that ensures evidence based care.

To effectively and safely deliver the maternity agenda, they must work closely with all staff in maternity services. As visible role models they have the responsibility to support, mentor and coach staff in the development and delivery of their roles.

Where the DoM has overall financial responsibility for delivery of the service, support for management for the budget is usually provided by the business and finance team.

The DoM is accountable for:

- the provision of high quality midwifery care to women and their families that reinforce the compassion, values and standards of care of their organisation and key national and strategic priorities
- leading a team of experienced and clinically skilled midwives including the head of midwifery and consultant midwives.

The DoM should provide:

- strategic, professional leadership and advice that ensures a strong focus on professional midwifery matters and maternity service delivery transformational, compassionate and focussed leadership that empowers the maternity staff with responsibility, accountability and freedom to act positive, equitable professional role modelling and mentoring that develops leadership, management and clinical competencies within the team
- accountability for strategic planning of local maternity services across all settings and contribute regionally and nationally

Advocate for safe, high quality maternity care

The DoM is responsible and accountable for:

- acting as the voice for women, their babies and families and involves them in developing the service
- providing the expert voice of the profession and maternity services
- providing high quality safe maternity services that centre on women



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Lead and manage the strategic and operational delivery of maternity services

The DoM is accountable for:

- the clinical and professional leadership of safeguarding and governance within the maternity service
- building and sustaining a positive work culture in which staff thrive, perform at their optimum, are engaged with their organisation, are energised to contribute and derive personal and professional fulfilment
- ensuring that governance of resources is applied to ensure effective and safe staffing at all times

Education training and development

The nature of the DoM role requires a portfolio that demonstrates career long learning and development. In order to provide outstanding leadership and management at this level they must be able to demonstrate their academic and clinical credibility.

A Director of midwifery will hold a master's (or equivalent) degree or a higher qualification related to health, leadership or management and has experience as a senior midwife in operational services.

The education and training remit of the DoM includes:

- contributing to the strategic development and provision of education for students and staff locally and regionally
- having a strong relationship with the strategic leads in associated higher education institutions (HEIs)
- working collaboratively with education providers and other stakeholders and contributing to the review and implementation of education programmes

Research and evaluation

Research and evaluation are vital to the provision of high quality and safe standards of care. The DoM is central to the promotion of research across the profession and must have the skills to:

- ensure that appropriate resources and tools are used to develop, evaluate and improve service, education and training interventions
- influence and promote maternity services based on high quality evidence by supporting research activity and the implementation of findings and recommendations
- promote maternity services and their development through the communication of research and undertaking scholarly activities

Career progression

Whilst the DoM role can be perceived to be the height of a midwife's career in management, the level of skills attained in this role will prepare you for more senior management/executive roles such as that of a Chief Nurse or other regional and national roles within and external to the NHS.