

POSITION DESCRIPTION

Position Title:	Maternity Services Development Lead
Business Unit/Department:	Women's & Children's Services
Division:	Women's and Children's Division
Award/Agreement:	Nurses and Midwives (Victorian Public Health Sector) Single Interest Employers Agreement 2024-2028
Classification:	ZA8
Reports To:	Maternity Improvement Lead
Direct Reports:	N/A
Date Prepared/Updated:	April 2025

Position Purpose

The Women's & Children's (W&Cs) Maternity Services Development Lead position is a role for an experienced midwife who will provide leadership, project management, clinical support and oversight in the operational planning for Maternity services across Western Health.

The role will be required to work collaboratively across Women's & Children's Services and more broadly across Western Health, to ensure service delivery is relevant to the needs of our community to improve population health.

The role will involve the following key components:

- Develop and implement innovative maternity programs and improvement initiatives that meet the needs of the community
- Monitor and evaluate new and existing services to inform plans for ongoing service delivery
- To modify the Models of Care and Operational Plans to support the requirements for Maternity Services at Western Health
- Provide leadership and support in Improvement Science across Maternity Services to ensure approaches remain contemporary, focused and based on the best available evidence.

The incumbent will have demonstrated abilities in delivering and managing projects through:

- Effective leadership
- Design, development, trial and evaluation of programs/services
- The setting and meeting of clear timelines
- Robust and effective evaluation methodology
- Staff development and human resource function
- Identify innovative solutions to issues that prevent effective healthcare integration

The incumbent will foster a culture of inclusiveness, flexibility, accountability and initiative. This role will work collaboratively with the Divisional Director, Director of Maternity Services, Director of Obstetrics and Gynaecology and Operations Manager to implement projects and initiatives that support strategic and patient focused Maternity Service development and improvement.

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Participation in appropriate forums to be undertaken to improve and disseminate knowledge and experience.

Business Unit Overview

The Women's & Children's Division continues to expand and develop to meet the Western region's population growth, care complexities and demand. The division has seen significant growth over the last 4-5 years across all program areas in assisting to meet regional support requirements.

The purpose-built Joan Kirner Women's and Children's (JKWC) Building at Sunshine Hospital, and the delivery of services at Bacchus Marsh Hospital following amalgamation continues to support the growth of the service, with planning commenced for the New Melton Hospital in 2029 providing services for women and children.

In 2022/23 in the Women's and Children's Division provided care for:

- More than 6900 babies born, at Sunshine, Bacchus Marsh Hospital, and at home.
- More than 2,020 neonates in our Newborn Services
- More than 3,140 women who accessed inpatient Gynaecology services
- More than 13,840 women booked appointments in outpatient Gynaecology services
- More than 3,830 children admitted to hospital and supported Sunshine Hospital Emergency Department who saw more than 30,250 children.

The Women's & Children's Division provides care across a number of sites within the Western catchment, including Sunshine, Bacchus Marsh, Melton and Sunbury. The Division collaborates with several other Divisions within Western Health and partners with external health services and community services to ensure the provision of Best Care for our community.

The Division will continue to innovate and develop more services and model of care options across Western Health to ensure Best Care for the community of Western Melbourne.

Key Responsibilities



Evidence Based Practice

- Use best available evidence to inform service improvements
- Participates in the review of WH clinical procedures and guidelines
- Be familiar with local and organisational policies, procedures and guidelines
- Be aware of Western Health's Strategic Priorities, and ensure activities align with these priorities
- Initiate innovations that support continuous improvement
- Utilisation of consumer experience data to guide service improvement
- Support the establishment of partnerships with consumers, carers/families and the multidisciplinary team when designing, implementing and maintaining system



Clinical expertise

- Analyses situations and make appropriate decisions in a timely manner that meets the needs of patients, staff and organisation.
- Identifies opportunities for process redesign and to support staff in the implementation of redesign projects and activities.
- Contributes to a Quality and Business Plan as required in accordance with the National Safety and Quality Health Service Standards and Western Health Guidelines.
- Use clinical experience and expertise to identify workflow challenges and service gaps, and determine ways to improve them. Collaborate with stakeholders from other maternity units to

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exchange experiences, insights, and best practices.



Research and Quality Activities

- Continuously reviews existing practices and policies according to evidence-based practice to minimise adverse and promote positive patient outcomes.
- Obtains feedback through means such as surveys to ascertain whether service standards meet stakeholder expectations and responds to any identified deficits.
- Identifies and contributes to quality improvement and research projects within the service.
- Identifies areas that require improvement through observation, audits, incidents and staff feedback and implements improvement initiatives accordingly.
- Use QI platforms such as LifeQi, RedCap and BI Dashboards to use data to inform improvement.
- Explore opportunities for research publication and actively contribute to their development in collaboration with the Deakin partnership.



Leadership

- Promotes a culture of innovation, education, excellence and patient/client first focus, through policies and practices that support and recognise individual and collective team contribution.
- Communicates information and expectations clearly and concisely in a way that builds effective and collaborative working relationships with others.
- Maintains a professional demeanour and serves as a role model for all staff, both as a clinician and in line with behavioural expectations.
- Demonstrates strong mentoring skills within the midwifery and multidisciplinary team and supports succession planning.
- Maintains and fosters relationships with appropriate internal and external stakeholders.
- Make the achievement of Best Care a priority and pursue it by actively participating in organisational processes, safety systems and improvement initiatives
- Display the Western Health values when carrying out duties and in dealing with women, families, consumers and the multidisciplinary team
- Support the promotion of a culture of safety and wellbeing by contributing ideas/suggestions and supporting other employees in safe work practice
- Develop, implement and evaluate key improvement projects to support maternity services. These projects include but are not limited to the Maternity Antenatal and Postnatal Service (MAPs) and Complex Care Clinic.
- Evaluation of new services, such as Childbirth Education Classes, Preterm Birth Prevention Clinic and Continuity of Carer in Teams and present an evaluation report using data to support ongoing service delivery if they remain effective.

In addition to the key responsibilities specific to your role, you are required to deliver on the [Key Organisational Accountabilities](#), which are aligned with the Western Health strategic aims.

Key Working Relationships

Internal:

- Operations Managers
- Clinical Midwife Consultants
- Director of Maternity Services
- Director of O&G
- Divisional Director

Commented [GL1]: I think the name might change to SAPPHIRE as per stakeholder discussion, perhaps withhold Ruby at the moment.

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- Clinical Services Director
- Heads of Unit
- Executive Director of Nursing & Midwifery
- Nurse/Midwife Unit Managers
- Midwives and nurses
- Members of the multidisciplinary team
- Members of the education team
- Clinical Practice Improvement Specialists (CPIS)
- Newborn Service Development Lead
- Paediatric Service Development Lead
- Maternity Improvement Lead

External:

- Community partners/liaison
- Primary Care Partners
- Department of Health
- University Partners
- Patients and significant others

Selection Criteria

Essential

- Registered with the AHPRA as a Registered Midwife
- Extensive clinical experience in maternity and operational business (minimum five years)
- Significant knowledge and strong established relationships across all maternity domains – antenatal, intrapartum, postpartum and domiciliary
- Completed course/training in improvement methodology or working towards completion
- Demonstrated effective high level interpersonal and written communication skills
- A compassionate and respectful approach to effective liaison and coordination of stakeholders
- Demonstrated competence in delivering change that reflects a positive can-do approach
- Proven history of forging strategic partnerships to ensure delivery of high-quality project outcomes
- Effective consultation and negotiation skills
- Demonstrated experience in service planning, model of care development and implementation
- Experience in relation to maternity service planning
- Sound project planning and project reporting techniques
- Demonstrated experience in relation to quality and safety in maternity
- Excellent organisational skills, ability to manage own time well and delegate appropriately
- Demonstrated ability to practice collaboratively within a multidisciplinary health care team
- Be innovative, resourceful and adaptable to change
- Ability to work within an evidence-based framework
- Demonstrated computer literacy

Desirable

- Demonstrated experiences in the delivery of women's and/or children's specific projects
- Post graduate qualification in Project Management or similar, or working towards
- Membership of relevant professional organisation(s)
- Knowledge of business, systems and process re-design

Additional Requirements

All employees are required to:

- Obtain a police / criminal history check prior to employment
- Obtain a working with children check prior to employment (if requested)

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- Obtain an Immunisation Health Clearance prior to employment
- Report to management any criminal charges or convictions you receive during the course of your employment
- Comply with relevant Western Health clinical and administrative policies and guidelines.
- Comply with and accept responsibility for ensuring the implementation of health and safety policies and procedures
- Fully co-operate with Western Health in any action it considers necessary to maintain a working environment, which is safe, and without risk to health
- Protect confidential information from unauthorised disclosure and not use, disclose or copy confidential information except for the purpose of and to the extent necessary to perform your employment duties at Western Health
- Be aware of and comply with relevant legislation: Administration Act 2004, Victorian Charter of Human Rights and Responsibilities Act 2006, Work Health and Safety Act 2011, the Work Health and Safety Regulations 2011 (and 2012), the Victorian Occupational Health and Safety Act 2004, Public Records Act 1973, Fair Work Act 2009 (as amended), the Privacy and Data Protection Act 2014 and responsibilities under s141 Health Services Act with regard to the sharing of health information
- Be aware of and comply with the Code of Conduct for Victorian Public Sector Employees and other Western Health employment guidelines

General Information

- Redeployment to other services or sites within Western Health may be required
- Employment terms and conditions are provided according to relevant award/agreement
- Western Health is an equal opportunity employer and is committed to providing for its employees a work environment, which is free of harassment or discrimination. The organisation promotes diversity and awareness in the workplace
- This position description is intended to describe the general nature and level of work that is to be performed by the person appointed to the role. It not intended to be an exhaustive list of all responsibilities, duties and skills required. Western Health reserves the right to modify position descriptions as required. Employees will be consulted when this occurs
- Western Health is a smoke free environment

I confirm I have read the Position Description, understand its content and agree to work in accordance with the requirements of the position.

Employee's Name: [Click here to enter the Employee's name.](#)

Employee's Signature: _____

Date: [Click here to enter a date.](#)

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