

Consultant Midwife

Candidate Information Pack

December 2025



**Nurturing
ambition.**



Welcome

Hello, I'm Matt Holdaway, the Chief Nurse in Gloucestershire Hospitals. Thank you for taking a moment to learn more about the Consultant Midwife role, a position of real significance for our Trust, our county, and the future of maternity care in Gloucestershire.

We are currently undertaking our first full maternity health needs assessment in over a decade. This gives us a rare and exciting opportunity to reflect, re-imagine and plan with fresh insight and renewed ambition for the years ahead.

Our maternity teams are passionate, highly skilled and deeply committed to the families they serve. Like services across the country, they have navigated significant complexity and pressure, doing so with professionalism, resilience and pride.

We are now ready for the next chapter and are seeking a leader who can bring experience, confidence and progressive leadership for our teams.

An expert midwife to lead on strategic initiatives to promote and facilitate safe personalised maternity care in all clinical settings across Gloucestershire. Provide professional leadership and role modelling in best practice models to offer choice and evidence-based practice, with a focus on listening to the experience of women/persons and their families to ensure women/people and their families remain the central focus of care.

The role will also be to lead and support midwives to accomplish their full potential as autonomous midwifery practitioners (within scope of practice) placing women/persons and their families at the

centre of care planning. Instrumental in supporting the development of the vision and strategy to improve maternity services as well as evidence of effective leadership.

This highly autonomous role will lead the organisation through the professional advancement of midwifery practice, including setting and promoting professional standards, advancing scope of practice and developing clinically curious critical thinking midwives whose practice is embedded in research.

Alongside this role, we will also be appointing a Director of Midwifery and an Associate Director of Midwifery. This is a genuinely exciting time to join our Trust, with these roles central to delivering our maternity improvement plan and shaping the future of our services.

This is a defining moment to make a real and lasting impact. If you are motivated by purpose, inspired by transformation and ready to lead with compassion and courage, we would be delighted to hear from you.

If this sounds like you and you would like to learn more, please contact Finn McNulty at our recruitment partners, Hunter Healthcare, on fmcnulty@hunter-healthcare.com or 07966 006091

Thank you for your interest,

Matt Holdaway

Chief Nurse
Gloucestershire Hospitals
NHS Foundation Trust



'A New Life Starts Today'

This video showcases the extensive cultural work undertaken in recent years, aiming to inspire experienced midwives to come and work for us and encourage newly qualified midwives to advance their careers at Gloucestershire Hospitals and continue their midwifery journey with us.

About Gloucestershire

Gloucestershire is nestled in the picturesque Cotswolds, offering a charming mix of rural beauty, historic towns, and a thriving community.

With its diverse range of vibrant independent shops, cultural festivals, theatres and sporting venues, including Cheltenham Racecourse, it attracts tourists from across the world.

The Cotswolds Area of Outstanding Natural Beauty provides ample opportunity to explore and enjoy the great outdoors. Gloucestershire is rich in history, boasting landmarks including Gloucester Cathedral, Sudeley Castle and Westonbirt Arboretum.

Gloucestershire provides exceptional educational opportunities, making it an ideal destination for families seeking a vibrant and supportive community.

The county is home to a variety of prestigious independent schools, and highly regarded grammar schools.

Additionally, Gloucestershire benefits from strong ties with two renowned universities, further enhancing its appeal as a place for both academic excellence and future growth.



About us

Gloucestershire Hospitals NHS Foundation Trust is the largest employer in the county, and we are one of the largest NHS trusts in the UK.

Formed in 2004 from Gloucestershire Hospitals NHS Trust, following a reconfiguration of health services in Gloucestershire, we provide acute hospital services from two large district general hospitals, Cheltenham General Hospital (CGH) and Gloucestershire Royal Hospital (GRH). Maternity Services are also provided at Stroud Maternity Hospital. Outpatient clinics and some surgery services are provided by Trust staff from community hospitals throughout Gloucestershire. We also provide services at the satellite oncology centre in Hereford County Hospital.

Gloucestershire Hospitals NHS Foundation Trust employs over 9,000 colleagues, representing more than 95 nationalities, bringing together a mix of cultures and experiences to the care that we deliver.

The Trust continues to work closely with partners and local communities to improve health and well-being and to ensure access to services.

Like many parts of the country, Gloucestershire's local population continues to change and faces a wide range of health challenges, many of which have been made worse by the cost-of-living crisis. Through our partnership approach, we continue to work with local people in shaping health services.



Our services

Our divisions



Diagnostics and Specialities



Surgery



Medicine



Women's and Children's



Corporate Services

We provide care for

650,000

people in the county



We support

6,000
births a year

We perform

31,025
planned operations on average a year

We have

31
theatres across three sites

We have over

960
beds

We have a

9,000+
workforce

Trust strategy 2025 – 2030

Gloucestershire Hospitals NHS Foundation Trust's five-year strategy sets out a bold vision: to deliver the best care every day for everyone.

This strategy is rooted in the Trust's core values: caring, compassionate, inclusive and accountable and reflects our deep commitment to listening to patients, staff, and communities. It is both a promise and a challenge. We want to change and save lives, to act with integrity, and to ensure fair access to good quality and safe care for all.

Together we deliver safe, effective, and compassionate care, working with partners to eliminate health inequalities and co-designing services that meet community needs. Our staff are at the heart of the organisation, and we are building a culture of kindness, accountability, and continuous improvement.

Understanding the changing health needs of the people we serve is critical in the way we are developing our services, delivering the right care whilst operating within our means financially. While many residents enjoy good health, significant disparities continue, with an 11-year gap in healthy life expectancy between the most and least affluent areas.

To meet this challenge in our role as an anchor institution, we must think beyond the four walls of our hospitals to address the wider determinants of health such as housing, employment, and education, and work with partners to create lasting change.

The strategy also acknowledges the challenges ahead: rising demand, workforce pressures, financial constraints, and the need to modernise our ageing estate.

There has been good progress made in our digital transformation and workforce development, but ongoing efforts are needed to go further, and to improve access, more joined-up care, and sustainability across our services.

Aligned with the national NHS 10 Year Plan, the Trust is embracing a shift toward community-based, digital, and preventative care. Through collaboration, innovation, and a focus on quality improvement, Gloucestershire Hospitals NHS Foundation Trust is committed to delivering the best care every day for everyone.



Our vision

Deliver the best care every day for everyone

Central to our vision is a refocus on delivery of our core services as an acute and specialist hospital provider and working as a good partner to deliver joined up care for the people of Gloucestershire. We see getting the basics right across all our services as an essential part of achieving our vision.

Our values

The way we go about our work is as important as what we do. Our values guide our behaviour, whether with our patients, with one another or with wider stakeholders.

- **We are Caring** – always showing kindness and concern for others
- **We are Compassionate** – focusing on our relationships with others by listening, respecting and valuing their experiences
- **We are Inclusive** – ensuring everyone receives the care and support they need regardless of identity or background
- **We are Accountable** – taking personal responsibility for our actions, decisions and behaviours

Our strategic framework

Strategic aims

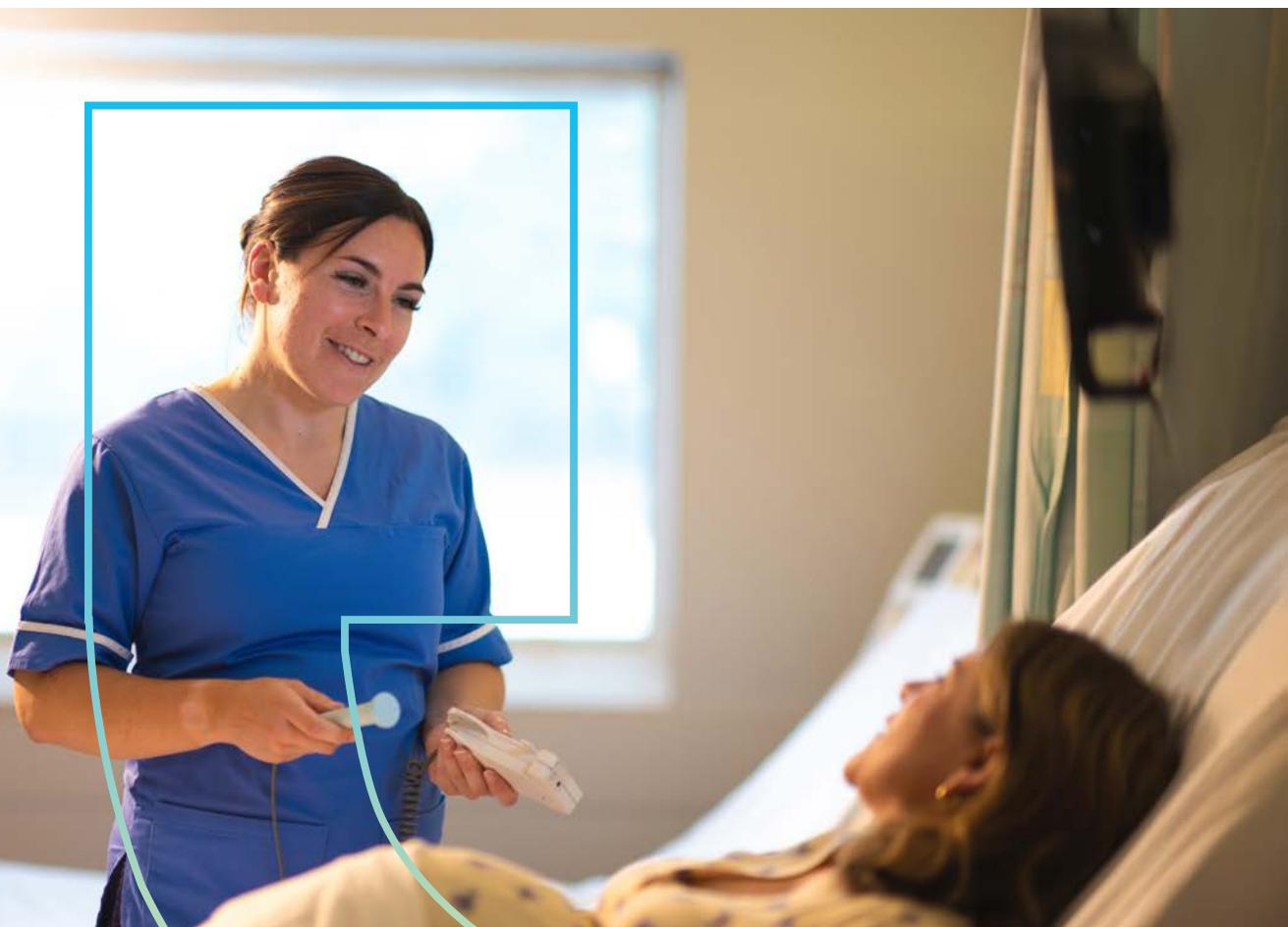
- Patient experience and voice
- People culture and leadership
- Quality, safety and delivery
- Digital first

Golden threads

- Health inequalities
- Continuous improvement
- Brilliant basics
- Green sustainability

Enablers of success

- Living within our means
- Estates and facilities
- Research and innovation
- Partnerships with purpose



Our culture

We are committed to developing and maintaining a culture where everyone feels valued and a true sense of belonging, regardless of their characteristics, a place where staff are proud to work and would recommend our hospitals as a place to work.

01

**Teamwork
development**

02

**Supporting a safe
speaking up culture**

03

**Inappropriate
behaviours**

As a Trust, we are building a culture around teamwork, leadership, inclusion, and creating a safe environment where individuals feel empowered to speak up. Through our Staff Experience Improvement Programme, we are focused on cultivating a

workplace where differences are celebrated, and every team member feels valued, supported, and motivated to contribute. We are creating an environment where everyone has the opportunity to thrive and make a meaningful impact.



Our people

Although our CQC rating suggests areas for improvement, our hospitals are recognised for providing high-quality services and we are leaders in specialisms such as oncology, ophthalmology, critical care, research, maternity and paediatrics.

Our Trust is built on the dedication and hard work of our staff and we are very proud of our workforce. We offer a huge range of opportunities and benefits in a genuinely supportive working environment.

We recognise that our employees are our most valuable asset. We want everyone who works for our hospitals to feel good about the care they provide, the work they do and their place of work.

We're committed to delivering the investment in time and training needed to support each of our employees to become the very best they can be.

We provide a range of high-quality education, training and development for healthcare professionals and non-clinical staff with the specific aim of improving patient care.



Equality, diversity and inclusion

Our supportive culture

Our staff are our greatest asset and the care and support they receive are directly reflected in the quality of care for our patients. Our Trust Inclusion Network is designed to provide support and a platform for all colleagues who identify as having a protected characteristic, as well as allies and those who support our commitment to equality, diversity and inclusion.

Our network encompasses sub-networks including the Ethnic Minority Network, LGBTQ+ Network, and Disability Network (which includes physical and mental long-term disabilities, health conditions, and neurodiversity).

Our networks serve as active voices, advocating for those across the organisation and offer a safe, confidential space for discussion and connection with other valued staff members, as well as access to resources, events, and educational opportunities.



Community Outreach

Our team was honoured to be shortlisted for the NHS Race Equality Award at the Health Service Journal's 2023 awards, recognising their exceptional efforts in addressing health inequalities and advancing equality and inclusion.

Over the past year, our community outreach team engaged with more than 17,000 residents, supporting partner organisations with health and well-being checks, offering information in multiple languages, and identifying barriers to accessing care.

Their work has been instrumental in guiding people to appropriate services and helping to alleviate the strain on emergency services.



"Since joining the Trust, as an international midwife I have been supported to learn and develop. I have the perfect work/life balance and love working with my incredible team who are always there for me."

– Nneka, Midwife



The opportunity

Division	Women & Children
Department	Maternity
Band/Salary	Band 8c
Reporting to	Director of Midwifery
Hours	37.5 hours

Job Summary

An expert midwife to lead on strategic initiatives to promote and facilitate safe personalised maternity care in all clinical settings across Gloucestershire. Provide professional leadership and role modelling in best practice models to offer choice and evidence-based practice, with a focus on listening to the experience of women/persons and their families to ensure women/people and their families remain the central focus of care.

The role will also be to lead and support midwives to accomplish their full potential as autonomous midwifery practitioners (within scope of practice) placing women/persons and their families at the centre of care planning. Instrumental in supporting the development of the vision and strategy to improve maternity services as well as evidence of effective leadership.

This highly autonomous role will lead the organisation through the professional advancement of midwifery practice, including setting and promoting professional standards, advancing scope of practice and developing clinically curious critical thinking midwives whose practice is embedded in research.

Knowledge, Skills and Experience

The Consultant Midwife will ensure there is effective leadership, education and training, practice and service development including research/evaluation within the maternity service and in partnership with the LMNS & the Universities. The Consultant Midwife will help to deliver an outstanding model of collaborative clinical delivery that enables improved safety, choice, continuity and outcomes for those using maternity services across Gloucestershire.

The post will be characterised by the four principle role functions as described in the Advanced Clinical Practice in Midwifery: Capability Framework (2022)

- Expert Midwifery Practice
- Professional leadership and management
- Education training and development
- Research, Quality Improvement and evaluation.

The aim of the Consultant Midwife is to be a role model, leading expert practice in midwifery and ensuring all midwifery practice is underpinned by a philosophy of maximising health for service users and families.

The post holder will work in partnership and in collaboration with the Director of Midwifery, Heads of Midwifery, Associate Director of Operations, the midwifery leadership and the Obstetric Team to develop a Maternity Service that is responsive to the needs of families and its staff.

The Consultant Midwife will play a significant part in leading and facilitating change and developing a positive practice culture, in which the quality of care is of a consistently high standard; safe, person centred and based on the best available evidence to result in effective outcomes for women, babies and families.

The aim of the Consultant Midwife will be to act as a role model and be an expert resource, specialising in midwifery clinical practice, ensuring all practice is underpinned by research-based evidence and a philosophy of support for women. The Consultant Midwife will empower midwives to ensure that a family's experience of pregnancy and birth is a positive one. The Consultant Midwife will be an inspirational leader for models of person-centred maternity care and act as an expert advisor and ambassador for safe maternity services across Gloucestershire.

Main Duties and Responsibilities

Functions/Responsibilities

Expert Practice Function

- Function as an expert practitioner leading on models of care that support individualised choice and care planning and working in collaboration with the appropriate multi-disciplinary groups to meet the specific needs of pregnant women.
- Support midwives to fulfil their role as lead practitioners in midwifery care.
- Provide expert advice to staff and hands on practical care in all practice settings.
- Demonstrate advanced clinical skills and knowledge that informs practice decisions.
- Have defined clinical sessions per week acting as role model supporting midwives in practice and monitoring standards of midwife led care, that will inform practice development.
- Support staff in developing their competence to enable them to promote a culture for individualised care planning and choice, ensuring that the service can meet a family's expectations as far as possible.
- Develop strategies to ensure women with complex needs benefit fully from a multi-disciplinary approach to their care. On occasion this will conflict with national guidance and obstetric advice.
- The post-holder will be required to demonstrate advanced advocacy and negotiation skills order to ensure that maternal choices are based on fully informed decisions and that both the women as an individual and the midwifery staff are supported during the provision of safe care.
- Be prepared to make decisions about practice where precedents do not exist, and where appropriate without recourse to others based on sound clinical evidence.
- Develop and maintain evidence-based guidelines for holistic practice.
- Encourage midwives to challenge traditional models of care and to facilitate changes in practice.
- Contribute to the reduction in non-evidenced based clinical interventions, with the aim of improving the birth experience and outcome for families.
- To lead on strategic change and ensure innovation within the service.
- To act as a catalyst for change within the multi-professional team.
- Deal with highly complex and sensitive issues relating to the care women are receiving and disseminating this information in a sensitive way to staff – midwives and students.
- Support quality and safety and clinical governance within the trust by bringing an expert clinical eye to the review of clinical outcomes.
- Provide autonomous clinical leadership and an expert role model for midwives, promoting midwifery led care, continuity of carer models and building midwife confidence and expertise in a range of settings.
- Be an expert clinical resource for Higher Education Institutions (HEIs) in supporting the development of learning across Gloucestershire.
- Work in clinical practice to support care pathways (including birth choice clinics, MLC and VBAC/ BAC pathways) and support staff to develop skills, expertise and confidence for between 50% of the time providing expert midwifery support for women both in pregnancy, birth and the postnatal period.

Professional Leadership and Consultant Function

- Play a key role in professional development and implementation of an educational strategy for the midwifery workforce. Work to address the learning needs across the organisation in collaboration with the senior leadership team, university colleagues, perinatal governance team and the practice development teams.
- Work effectively with HEIs and other education providers to ensure that continuing professional development programmes and education pathways are developed to promote changes in practice.
- Contribute to practice development and the education and training of staff by providing expert knowledge and guidance, with the aim of improving practice and clinical and health outcomes for mothers and babies.
- Foster a working environment of reflective practice enabling midwives, student midwives and resident doctors to develop confidence and clinical skill competency.
- Promote evidence-based practice within the service, advising midwifery colleagues on best practice always and highlighting areas where practice change is necessary
- Participate in national policy development and NICE guideline reviews.
- Lead on clinical effectiveness within midwifery practice, ensuring an audit program is in place and latest guidelines are part of horizon scanning.
- Work with senior colleagues to enable the development of advanced knowledge and skills.
- Develop links with higher education institutions contributing to undergraduate and postgraduate programmes of education, and act as a teaching resource to ensure that the practice link is robust. Be in a position to assume an honorary academic position such as Principal Lecturer through to Professor.
- Undertake on-call duties as part of the senior midwifery rota.

Practice and Service Development, Research and Evaluation Function

- To take a lead role in developing strategies for midwifery practice and models of care.
- Be a visible and credible leader, providing specialist expert advice on all aspects of midwifery care across Gloucestershire.
- Provide strategic and operational leadership in the development of services to raise the profile of Maternity Services and develop excellence in clinical practice.
- Work in collaboration with the Director of Midwifery, Head of Midwifery, Trust, LMNS and higher education institutions, ensuring that midwives are recognised as the lead professionals in midwifery care and that they maintain their role as experts in midwifery practice.
- Hold organisational responsibility for the quality, governance and impact of midwifery education and training, including oversight of training needs analysis, assurance of competency frameworks, and evaluation of training outcomes to inform workforce planning, performance management and service improvement.
- Lead colleagues in the improvement of standards of quality and develop clinical practice.
- Communicate effectively with all stakeholders involved in the care of pregnant women/people.
- Participate in service redesign with particular emphasis on developing models of safe care that support individualised care planning and choice.
- Participate in identifying, implementing, and evaluating new methods of work to improve maternity care.
- Provide specialist midwifery led care advice to the specialty leadership team, the Chief Nurse and Trust Board, as and when required or requested.
- Give advice on best practice arising from current and relevant research and facilitate the change process for new initiatives.

- Demonstrate a thorough understanding of local and national objectives and contribute to the strategic planning of maternity services.
- Provide high quality written reports or presentations to support practice/service development locally and nationally.
- Share best practice through publications, seeking opportunities to attend/present at national conference level.
- Work with the clinical leads for obstetrics to ensure harmonious working relationships between staff groups.
- To work within Trust and Divisional and service level Policies, Protocols and Guidelines and ensure other staff understand and adhere to them.
- Assist in the maintenance of a safe working environment for patients, staff, and visitors.
- Participate in adverse incident management e.g. clinical incident reporting, complaints and implementing lesson learning from incidents.
- To be an active participant in perinatal governance forums, groups and meetings.
- To lead in developing true collaborative partnership working with the maternity and Neonatal Voices Partnership (MNVP) and strategic and trust leads.

Education, Training and Development Function

- In conjunction with the associate director of Midwifery lead strategic practice and service development in models of care.
- Provide organisational and system-level leadership for education, training and professional development, applying highly developed specialist knowledge of learning theory, curriculum design, assessment and evaluation to shape education strategy and assure quality across maternity and related services.
- Exercise expert professional judgement as a senior educational authority, leading the design, commissioning, delivery and evaluation of complex, multi-professional education and training programmes, and providing expert advice that influences workforce capability, service quality and patient outcomes at Trust and system level.
- Demonstrate a thorough knowledge of key Population Health markers that impact on families across Gloucestershire.
- Be responsible for the promotion of evidence-based practice in all settings.
- Work with the quality team to ensure ongoing compliance with the Care Quality Commission standards and ensure appropriate mitigating steps are taken to protect compliance and quality.
- Develop a research strategy that encourages midwives to actively participate in service improvements.
- Is research active, develops programmes of clinical practice, research and participates in relevant multidisciplinary research, quality improvement and audit projects as appropriate.
- As clinical expert contributes to and influence the clinical governance agenda to improve the quality of care for women and their families.
- Be part of the Maternity leadership team, working closely with the Perinatal and Divisional Quadrumvirate.
- Supports the delivery of new, innovative, and integrated services that meet national quality indicators and targets.
- Support the Chief Nurse and Director of Midwifery with the delivery of a wider corporate nursing/midwifery agenda including the development and implementation of an innovative strategy for nursing and midwifery to strengthen the nursing/midwifery voice and to secure the workforce of the future.

Key Relationships

Critical to the success of this post is the maintenance of good communication with all senior members of the organisation particularly supporting effective relationships between midwives and doctors.

The post holder will develop and maintain communication with a wide range of senior clinical and non-clinical colleagues across Gloucestershire, the Local and clustered Maternity Systems (LMNS) and the maternity regional team. The following are the key working relationships, which the post holder will require to develop and maintain:

- Executive leaders
- Perinatal Board Level Safety Champions
- Quadrumvirate Divisional Leadership
- Perinatal Quadrumvirate Leadership
- Maternity and Neonatal Voices Leads/Service user groups
- Matrons/Lead Midwives
- Lead Consultants from the associated disciplines of Obstetrics, Anaesthetics, Neonatology.
- Senior midwives
- Training and Education Team/Perinatal Governance Team
- ICB/LMNS/Clustered LMNS
- NHSE Regional Chief Midwife and regional maternity team
- Local Authorities
- Institutes of Higher Education/Lead Midwives for Education
- Primary Care Colleagues: GP's, Public Health Practitioners etc.

Team Structure

Director of Midwifery

Consultant Midwife

Safeguarding Children and Vulnerable Adults

The Trust is committed to safeguarding and promoting the welfare of all children, young people and vulnerable adults, and as such expects all staff and volunteers to share this commitment.

Committed to Supporting Service Personnel

As part of our commitment to support Service Personnel in collaboration with the Career Transition Partnership, offer a Guaranteed Interview Scheme for all qualifying Service and Ex-Service Personnel. To qualify for a guaranteed interview, candidates must meet the essential criteria for the post and be either a current member of the Armed Forces, or be within the two-year period of resettlement.

Terms and Conditions of Service

The principal terms and conditions of your appointment will be those set out in the Agenda for Change national agreement as amended from time to time by the NHS Staff Council. These terms and conditions are set out in the NHS Terms and Conditions of Service Handbook which is available on the NHS Employers website.

Confidentiality and Information Governance

All post holders must comply with all relevant legislation including the Data Protection Act (2018) ensuring that no information obtained through work is communicated to any persons other than those requiring it to complete their duties.

Other

- **Physical Skills:** The post requires physical skills which are normally obtained through practice over a period e.g. keyboard skills, equipment.
- **Physical Effort:** There is a frequent requirement for sitting or standing in a restricted position for a substantial proportion of the working time e.g., manual handling.
- **Mental Effort:** Frequent requirement for concentration where the work pattern is unpredictable, or prolonged concentration may be required.
- **Emotional Effort:** Exposure to distressing or emotional circumstances (directly or indirectly).
- **Working Conditions:** Frequent exposure to hazards

Person specification

AM = Assessment Method: I: Interview, A: Application, C: Certificate

AM

QUALIFICATIONS AND TRAINING	
• Registered with the Nursing and Midwifery Council (NMC) as a Midwife.	A/I
• Master's degree.	C/I
• Evidence of maintaining relevant continuing professional development.	A/I
• Teaching Qualification or equivalent experience.	C/I
• Quality Improvement training or equivalent experience (Desirable).	C/I
• PhD/Doctorate or willingness to work towards (Desirable).	A/I
KNOWLEDGE AND SKILLS	
• Evidence of substantial senior midwife experience at >Band 8a minimum	A/I
• Relevant clinical experience in a variety of areas of midwifery practice including community.	A/I
• Experience of leading change within a large complex organisation.	A/I
• Evidence of undertaking teaching/research/audit and developing innovative midwifery practice.	A/I
• Excellent understanding of NHS policy, agenda/drivers for change in maternity and neonatal services.	A/I
• Experience of submitting successful applications for funding (Desirable).	A/I
• High standard of written and analytical skills, including quality board reports.	A/I
CLINICAL / EXPERIENCE	
• Evidence of ability in strategic leadership.	I/A
• Demonstrate ability to exercise a high degree autonomy in making effective clinical decisions and judgements on difficult issues.	I/A
• Well developing influencing and negotiating skills.	I/A
• Ability to achieve demanding tasks/objectives against tight deadlines	I/A
• Ability to network across organisational and professional boundaries.	I/A
• Able to demonstrate a track record in leading service development, innovation and/or practice development initiatives.	I/A
PERSONAL ATTRIBUTES	
• Commitment to safe, high quality care maternity care. Highly motivated, and can motivate others	A/I
• To excel at relationship building and maintenance of positive working relationships with service users, MNVP and local communities.	A/I
• Positive and optimistic, displaying confidence, exhibiting presence and vision.	A/I
• Ability to take part in Senior Midwife on-call rota.	A/I
• Ability to travel between the Trust's sites as required with cross site working.	A/I

How to apply

The closing date for applications is **18 January 2026**.

Applications should be made by submitting a full and up to date CV, with a covering letter of no more than two sides of A4.

Along with your application, please include:

- Contact details for up to four referees (who will not be contacted without your permission)
- A contact email address and telephone no.
- A completed **Equal Opportunities Monitoring Form** and **Fit and Proper Person Monitoring Form**.

All applications should be sent to: [applications@
hunter-healthcare.com](mailto:applications@hunter-healthcare.com).

All applications will be acknowledged. For an informal conversation about the post, please contact Finn McNulty at our recruitment partners, Hunter Healthcare, on fmcnulty@hunter-healthcare.com or 07966 006091

KEY DATES:

EVENT	DATE
Application closing date	18 January 2026
Shortlist	w/c 19 January 2026
Interviews	w/c 2 February 2026





**Nurturing
ambition.**



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