



THE ROYAL COLLEGE OF NURSING OF THE UNITED KINGDOM

JOB DESCRIPTION FORM

Job Title: Professional Lead: Midwifery and Women's Health

Department: Practice Academy, Institute of Nursing Excellence

Reports to: Head of Nursing Practice

Key relationships:

UK departments and colleagues, RCN Institute, all academies, UK and country bodies, other professional bodies and third sector organisations.

Hours: 21 hours per week

(Required to work flexibly to meet the requirements of the job. Occasional travel within the UK with occasional overnight stays and extended days required to fulfil the duties of the post)

Grade: E

Location: RCN UK HQ with hybrid working

JOB PURPOSE

- To support the development of the RCN as the voice of nursing. Using nursing expertise to identify opportunities and lead on activities with RCN members and staff to develop solutions/strategies for contemporary nursing to address health and social care issues and/or concerns.
- To influence nursing and midwifery practice and harness the voice of nursing by supporting nurses, midwives and the wider membership, developing and utilising effective professional relationships between the RCN and relevant national-level stakeholders such as statutory agencies, professional bodies, providers, and commissioners, independent and third sector organisations and public /patient groups.
- To drive the success of the RCN as a business and to disseminate strategic College work at internal and external local and national and international events, including national media opportunities.

- Provide contemporary, relevant, and up-to-date clinical expertise surrounding Midwifery and Women's Health.
- To support all Midwifery and Women's Health forums and further develop connections with an understanding of midwifery networks and community.
- To work collaboratively; lead and deliver specific professional Midwifery and Women's Health projects and deliver the RCN programme of professional activity on Midwifery and Women's Health based the promotion of evidence based, person-centred approaches to improving women's health.
- Be accountable for expert Midwifery and Women's Health advice in response to routine enquiries/requests whilst providing expert advice for all Midwifery and Women's Health content

KEY RESPONSIBILITIES

1. Specific role responsibilities

- Be agile and responsive in creating or identifying opportunities for RCN members and its staff to work with stakeholders in developing solutions to address contemporary midwifery and health and social care issues or concerns.
- Use appropriate project management and leadership strategies to deliver & disseminate quality assured services and products for a range of customers and stakeholders. This may include the development of UK and Country specific best practice standards, clinical guidelines, policy guidance, quality measures, professional learning and development offers, knowledge summaries, practice development tools, position papers and on-line briefings.
- When working with members operate within the corporate and governance policies of the RCN to ensure a high level of commitment to organisational values, policy, and practice.
- Work proactively with the RCN Policy and Public Affairs and Communications teams to lead and contribute to consultations and the communication and promotion of agreed RCN positions and other activities through appropriate channels such as the media, professional journals, web-based media, conferences, and other events.
- Provide expertise and advice on nursing, midwifery and relevant health and social care issues, as required to respond to enquiries in the Nursing Institute.

2. Management responsibilities

- Demonstrate clear decision making, leading projects and programmes of work for the Practice Academy and the wider organisation in a transparent, cost effective and organised way ensuring appropriate stakeholder representation and engagement.
- Work with the leadership team at the Institute of Nursing Excellence to ensure objectives for this role are identified and aligned to the Institute's annual planning cycle and are deliverable to agreed timelines.
- Undertake line management responsibilities in accordance with good practice and adherence to HR policy requirements.
- Ensure that health and safety requirements and data protection legislation are adhered to.

3. Development Responsibilities

- Identify opportunities to develop the RCN as a business, working with others to lead the creation of business cases and/or project proposals to attract additional resources from internal and external bodies, taking into account any cost implications, benefits, and risks.
- Demonstrate a commitment to personal and professional development by keeping up to date with existing and emerging evidence, changes in health and social care policy and current best practice, maintaining NMC revalidation.
- Actively participate as a member of the Nursing Institute, including supporting other departmental projects, away days, regular team meetings and other developmental activity.

4. Financial Responsibilities

- Lead the development and management of budgets for planned work in accordance with RCN Financial Policies and Standing Orders and Nursing Institute process standards.
- Ensure that business and representation activities are identified and planned to enable the most effective use of resources.

5. Strategic Duties

- Lead and support the development of UK-wide Nursing Institute by developing and utilising effective professional relationships between the RCN and relevant external networks and stakeholders such as public/patient groups, statutory agencies, professional bodies, providers, and commissioners, independent and third sector organisations.

- Build the reputation of the RCN by developing and actively managing forums & networks, supporting them to deliver outcomes to meet RCN objectives, and build effective and sustainable relationships with external stakeholders, including people with lived experience and the international midwifery communities (International Confederation of Midwives).

6. Additional responsibilities

- Champion equity, diversity, inclusion and human rights and be responsible for contributing to achieving the commitments set out in the RCN Group equality, diversity and inclusion statement.
- Treat colleagues, members, customers and others with respect in line with our values and Our Respect Charter.
- Maximise all opportunities available to:
 - encourage member recruitment and promote the benefits of joining the RCN
 - promote the RCN as the organisation that represents nurses and nursing, and that promotes excellent in practice and shapes health policies
- Support member ballot and industrial action activities when required.
- Comply with the RCN Data Protection Policy, Retention Schedule and department procedures to ensure personal data is always protected.
- Undertake any other duties as requested in line with the job role.

Job description updated by:
C Whittaker
UK Head of Nursing Practice
17 July 2025