



Royal College  
of Midwives

## Job Description Regional Officer

The RCM has four England regions within its UK team, each responsible for delivering RCM services to members at a local level in alignment with NHS England regional distribution:

North	Midlands & East	South	London
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The RCM also delivers RCM services to members across Northern Ireland, Scotland, and Wales.

The Regional Officer will work as part of a multidisciplinary team within an allocated geographical patch within a region to deliver and coordinate our wide range of services.

The post holder will be expected to demonstrate the agreed RCM behaviour.

The post holder is accountable to the Regional Head responsible for the region their patch sits within.

Regional Officers are required to live within a reasonable travel distance of their allocated patch and will be expected to travel regularly across the geographical patch. Travel to and presence within the RCM's headquarters in London will be required throughout the year, dependant on meeting requirements.

All roles at the RCM are expected to contribute towards and live the RCM Staff Team Vision.

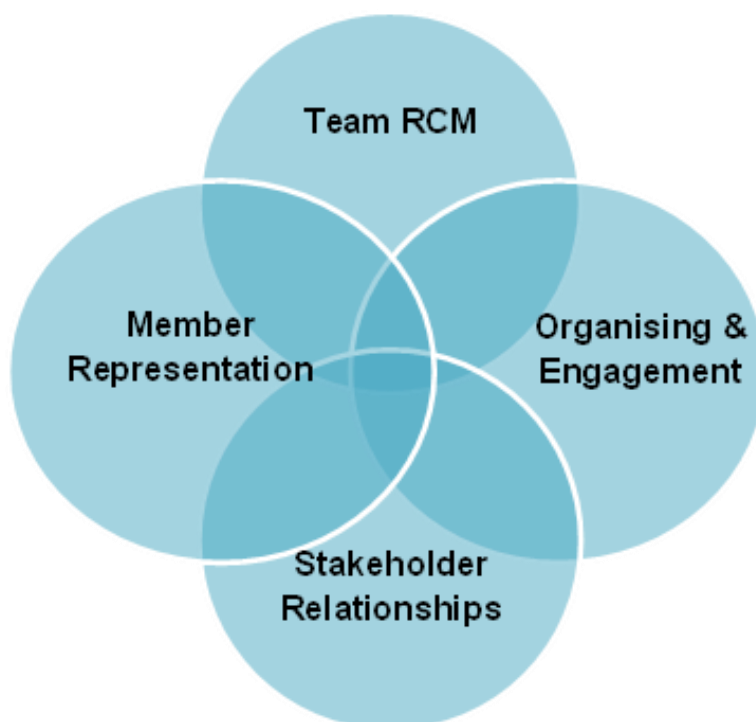
## Responsibilities

The Responsibilities of a Regional Officer fall within four key aspects of the role:





Royal College  
of Midwives



The post holder will be expected to have a good understanding of all the four aspects of the role, and will balance their areas of strength with other members of the Regional Officers team, with the direction and support of a Regional Head.

#### **Team RCM**

- Contribute towards and live the RCM Staff Team Vision
- Work on UK-wide campaigns or working groups where required
- Deputise for an RCM Regional Head as required
- Monitor data, membership activity and report as required using a CRM (Customer Relationship Management) database
- Support campaigns, networks and branches to be responsible for the reporting and exchange of data and intelligence at a regional, national and corporate basis
- Edit the RCM website content where applicable





## Royal College of Midwives

- Ensure compliance with relevant Data Protection legislation

### Member Representation

- Provide appropriate professional and employment relations support to RCM members individually and collectively requiring representation at all levels
- Manage caseloads of members requiring support effectively by maintaining up to date records as required, using a CRM database
- Work with, support and monitor local workplace representatives, health and safety representatives, learning representatives and other activists as they represent members individually and collectively
- Organise and deliver RCM representatives liaison meetings as required
- Ensure that the RCM's voice is heard at a local level and across the patch

### Organising and Engagement

- Work effectively within the multidisciplinary team to deliver a corporate approach to organising and engagement
- Build capacity and capability at a local level in line with the RCM vision and strategic objectives
- Organise the effective recruitment and retention of existing and new members, working within a multidisciplinary team
- Organise and support RCM engagements and events
- Identify, recruit, support and develop teams of workplace representatives across the geographical patch, including considerations for succession planning
- Support RCM representatives to undertake recruitment campaigns as well as other campaigns to publicise and promote RCM policy
- Support and promote initiatives to encourage improved participation of members in local, regional and national level activities

### Stakeholder Relationships

- Be a conduit to ensure the feedback of intelligence from our membership through insight, listening and learning on an ongoing basis
- Ensure the RCM influences the development and implementation of maternity policies within an allocated geographical patch





## Royal College of Midwives

- Ensure that key partnerships are developed and maintained, including midwifery leaders within that patch
- Develop effective relationships with RCM activists in the geographical patch
- Contribute to the lobbying and campaigning activities of the RCM
- Identify and act on opportunities to influence maternity service development at a local, regional or national level
- Engage and work with politicians and other government officials at a local and regional level

### **EDUCATION, QUALIFICATIONS & TRAINING**

#### **Essential**

- A Midwife who has live registration with the NMC, which will be maintained throughout the role

### **EXPERIENCE**

#### **Essential**

- Experienced in employment relations relating to trade union considerations
- In depth understanding and practical experience of matters relating to midwives professional and employment activities
- In depth understanding of the needs of midwives, whether they are clinically, educationally or managerially based
- Professional midwifery experience
- Experience in giving appropriate, clear and evidence based professional advice

#### **Desirable**

- Experience of organising from a trade union perspective

### **TEAM RCM SKILLS**

- Strong IT skills including proficiency in Microsoft Office
- Excellent communication skills, both written and verbal
- The ability to be flexible and adaptable
- A focus on performance and output





## Royal College of Midwives

- A high level of commitment
- The ability to take responsibility and to deliver in a timely fashion
- Cross functional team working
- Managing competing priorities

### **RCM BEHAVIOURS**

#### **Contributes to an open and honest culture**

- Supports, encourages, and motivates colleagues
- Encourages challenge, creativity and innovation
- Leads by example
- Values transparency and consistency
- Understands the role of individual and collective accountability

#### **Actively contributes to RCM strategic objectives**

- Has a clear understanding of other colleagues' roles and responsibilities
- Shares skills and knowledge
- Promotes cross functional team working
- Offers outstanding service to members
- Takes pride in the RCM and promotes its values in all interactions with external stakeholders

#### **Identifies and uses the most appropriate form of communication**

- Communicates clearly and simply, seeking clarity when unclear and valuing the opinion of others
- Treats colleagues with respect, honesty, fairness and courtesy
- Is responsive to colleagues and members

#### **Takes pride in own development**

- Is enthusiastic and committed to achieving high standards and meeting agreed objectives
- Takes an active interest in recognising professional and personal development needs and priorities along side those of the team and those of the RCM





Royal College  
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***The post holder may be required to carry out other duties as are within the scope, spirit and purpose of the job.***

