



## **Kensington and Chelsea Maternity Champions Strategic Lead**

The post holder is required to work 28 hours per week.  
Secondments considered subject to employer agreement.

We are looking for an experienced Strategic Lead with maternity/early years' experience to take up the mantle of managing this established Maternity Champions project.

This is a Royal Borough of Kensington and Chelsea (RBKC) Public Health-commissioned project, jointly funded with West London Integrated Commissioning Board, and led by Venture Community Association under a contractual agreement with RBKC Public Health. The project aims to develop a skilled and trained cohort of volunteer Maternity Champions specialising in supporting new parents from pregnancy into the first year of a child's life. Their aim is to increase the uptake of ante and post-natal and early years services, guide and support new parents and encourage parents to form social groups to support each other.

Maternity Champions are located within the six Community Champions projects in Kensington & Chelsea. Activities may be delivered face to face or online and in community, early years and health settings. You will work with the Community Champions project managers to recruit, train and support Maternity Champions local to their neighbourhood. You will also network and form strong professional relationships with maternity and early years providers and services within the 0-5 Pathway, across the borough, creating partnerships for Maternity Champions to formally link with these services.

For more information on the Community & Maternity Champions programme in Kensington and Chelsea please visit:

Maternity Champions <https://www.venturecentre.org.uk/maternity-champions>

Community Champions <https://www.rbkc.gov.uk/health-and-social-care/public-health/community-champions>

Salary: £35,000 pro rata (Actual £28,000). Hours are flexible but the ability to work evenings and weekends is required.

The closing date for this post is Thursday 13 February at 12noon. Interviews will take place on Wednesday 19 February. To apply, please submit a CV and cover letter outlining your suitability for the role, using the person specification as a guide to William Roberts, VCA Director [william@venturecentre.or.uk](mailto:william@venturecentre.or.uk) with Maternity Champions Strategic Lead in the subject heading of your email.

For an informal chat about this post, please contact William at the above email to arrange a convenient time.

The Venture Community Association is committed to the safer recruitment process for individuals working with children, young people and vulnerable adults. This post is exempt from the Rehabilitations of Offenders Act 1974. It requires the successful candidate to complete an enhanced Disclosure and Barring Service check and to provide two suitable references one of which must be from your current or most recent employer.



Position: Maternity Champions Strategic Lead

Organisation: Venture Community Association (VCA)

Immediately responsible to: Venture Community Association Director

Contract: 28 hours per week to be based at Venture Community Association and working at community, NHS and early help locations across the borough

Salary: £35,000 per annum pro rata (actual £28,000)

Role Purpose:

Responsible to:

- Venture Community Association's Director and Community Champions Programme Manager (Public Health)

Responsible for:

- Managing and providing strategic leadership to the RBKC's Public Health-commissioned Maternity Champions Programme

Key Accountabilities

- Ensuring expectant parents receive comprehensive support to maximise their children's health at birth and throughout the first year of life.

- Collaborate with Community Champions project managers to cultivate a well-trained group of volunteer Maternity Champions specialising in supporting new parents from pregnancy through the first year and support delivery of Maternity Champions'-led activities within each project.
- Develop and maintain strong relationships with all agencies and services involved in supporting expectant and new parents, such as Maternity Services, Primary Care, Health Visitors, Early Help including Family Hubs, wider Children's Services, Nurseries, Housing, Employment Services, Healthy Living Services, and relevant Voluntary and Community Sector services.
- Work to increase the uptake of ante and post-natal services from vulnerable families.
- Create opportunities for Maternity Champions to guide and support new parents and encourage parents to form social support groups.
- Identify, manage, and organise Maternity Champions to complete relevant training courses, such as the NCT Birth and Beyond Community Supporter, Breastfeeding Peer Supporter, Safeguarding, and Child Protection courses.
- Participate in shared learning opportunities with the Maternity Champions Borough Manager in Westminster, partners, and other stakeholders.
- Conduct project monitoring and attend quarterly monitoring meetings and other meetings with commissioners (Public Health) as required.
- Work within the strategic context of and support the pathway for pregnancy to five, for example, by encouraging take up by vulnerable families of Family Hubs, Maternity and Health Visiting Services and access to a wide range of community services
- Collaboratively lead and contribute to, with the relevant NHS and Early Help services, development of a pregnancy-to-five skills development pathway, encouraging volunteering in various settings and supporting relevant apprenticeships.
- As a fully integrated part of the Venture Community Association, join the Senior Management Team and contribute to the overall objectives of the Association.
- Work with Community Champion project managers to ensure the effective operation of the maternity champion volunteer recruitment system.



## What success looks like in this role:

- **High Recruitment Rates:** Successfully recruiting and maintaining a substantial number of well-trained Maternity Champions.
- **Improved Health Outcomes:** Notable improvements in the health and well-being of expectant parents and their babies, as evidenced by increased uptake of antenatal and postnatal services.
- **Strong Partnerships:** Establishing and nurturing strong, collaborative relationships with various agencies and services supporting expectant parents.
- **Volunteer Satisfaction:** High levels of satisfaction and engagement among Maternity Champions, reflected in low turnover rates and positive feedback.
- **Effective Training Programmes:** Maternity Champions completing relevant training programmes and applying their skills effectively to support new parents.
- **Community Impact:** Evidence of Maternity Champions making a tangible difference in the community, such as increased support networks and social groups for new parents.
- **Efficient Systems:** Streamlined and effective volunteer recruitment and support systems, leading to better coordination and outcomes.



## Person Specification

### Essential criteria

- Inspirational leadership and people management skills
- Knowledge of community engagement and empowerment processes and outreach methods particularly with communities experiencing barriers to engagement
- At least 3 years practical experience of project management
- Experience of project monitoring, evaluation and reporting procedures including establishing effective procedures and systems for collecting and measuring output and impact information.
- Knowledge of maternity and early years services
- Knowledge of maternity and early years public health priorities
- Understanding of good practice in the context of volunteer management
- Excellent communication, networking, negotiation and influencing skills
- Strong project management skills
- Budget management experience
- Understanding of the needs of expectant parents and the barriers to them accessing services

### Desirable criteria

- Experience of working within maternity and/or early years services
- Fundraising experience