

WESTMINSTER MATERNITY CHAMPIONS STRATEGIC LEAD

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| Title: | Westminster Maternity Champions Strategic Lead |
| Hours: | 28-35 hours a week negotiable |
| Salary: | £35,000 per annum |
| Contract type: | Fixed term to 30 th June 2026 with strong chance of extension |
| Annual leave: | 25 days per year + bank holidays |
| Reports to: | Head of Health and Climate |
| Location: | Beethoven Centre, Third Avenue, London, W10 4JL |

Please note that PDT is clear on our commitment to safer recruitment and this role is subject to successful completion of references, DBS check and a three-month probation.

How to Apply

The closing date for this post is 09:00am on Tuesday 2nd June 2026. To apply please complete and send the attached application and diversity monitoring forms to lizzie@pdt.org.uk. **Please note that CVs will not be accepted.**

If you have any questions about the role please contact Lizzie Fletcher on 07593690705 or email lizzie@pdt.org.uk.

If shortlisted, you will need to be available for interviews on the 9th and 11th June.

About Paddington Development Trust

PDT combines community engagement with strategic partnerships — ensuring that local people shape the future of their lives and neighbourhoods.

At PDT, we believe that strong communities are built from the ground up — through people, places, opportunity and creativity. From supporting health and wellbeing to creating greener neighbourhoods, we work with you to enable you to thrive.

PDT was formed in 1998 by local residents who remain at the heart of everything we do.

About Maternity Champions

Maternity Champions is a Westminster City Council Public Health-commissioned project, jointly funded with the NHS Northwest London Integrated Commissioning Board (ICB), and delivered via a contract with Paddington Development Trust. The project aims to develop and maintain 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 with their peers to support each other. Activities may be delivered face to face or online and in community, early years and health venues. The project operates within the strategic context of the Best Start in Life Strategy, Westminster Breastfeeding Plan and Westminster Family Hubs.

Maternity Champions are located within the seven Community Champions projects in Westminster. You will support the Community Champions project managers to recruit, train and support Maternity Champions local to their neighbourhood. You will also have a strategic role to 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 please visit: <https://www.pdt.org.uk/community-champions-reports/>

Role Description

This job description does not constitute a 'term and condition of employment'. It is provided only as a guide to assist the employee in the performance of their job. The Job Description is not intended to be inflexible or a finite list of tasks and maybe varied from time to time after consultation/discussion with the post holder.

Key elements of the role include:

- Work towards the project aim of ensuring that expectant parents are supported to do everything they can to ensure their children are born as healthy as possible, and are supported through the first year of life.
- Work with Community Champion project managers to develop a skilled and trained cohort of volunteer Maternity Champions across all projects specialising in supporting new parents from pregnancy, and into the first year of the child's life.
- Work with Community Champion project managers and local Maternity Champions to support the development of a weekly activity for and with expectant and new parents
- Work closely with midwives, hospital maternity units, health visitors and family hub workers to increase the uptake of ante and post-natal services.
- Work with strategic health and early years leads to promote, and ensure the Maternity Champions project's place as a partner in the wider maternity and early years system

- Help create opportunities for Maternity Champions to guide and support new parents, and encourage parents to form social groups to support each other.
- Work with Community Champion projects to support Maternity Champions to visit parents to be, provide peer to peer support, signposting into ante-natal services, and organise weekly peer support and social events that would link expectant parents with early years' support and health professionals. Bringing together parents at the same stage of pregnancy will reduce isolation and vulnerability, and help build local support networks and cross cultural links in the community.
- Organise and support Maternity Champions to complete the NCT Birth and Beyond and Breastfeeding Peer Supporter course and other training courses.
- Organise training for Maternity Champions in Safeguarding and Child Protection, required for all Maternity Champions, as well as enhanced DBS checks.
- Participate in opportunities for shared learning and further training with the equivalent Maternity Champions Project Manager in Kensington and Chelsea; partners and other stakeholders
- Undertake project monitoring and attend quarterly monitoring and other meetings with commissioners (Public Health) as may be required
- Undertake any other duties as directed by the Health and Wellbeing Programme Manager

Person Specification

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| Understanding and interests |
| Understanding of health inequalities, their impact on expectant and new parents in Westminster and the role of Maternity Champions in addressing them |
| Highly motivated and passionate about improving the health and wellbeing of families |
| Knowledge of maternity and early years services and public health priorities |
| Experience |
| Practical experience of managing a community-based project to time and within budget |
| Experience of networking and building strong relationships with a wide variety of individuals and organisations |
| Skills |
| Vision to see, create and exploit new opportunities |
| Ability to recruit, maintain and empower volunteers |

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| Strong negotiation and influencing skills |
| Ability to take a non-judgmental and empathetic approach to supporting individuals with a variety of complex needs |
| Excellent written and verbal communication skills |
| Highly organized, able to plan and manage a complex workload to tight deadlines |
| Knowledge and understanding of data protection, health and safety, safeguarding and boundaries |
| Committed to the principles of equal opportunities and diversity |
| Prepared to promote public health campaigns on vaccinations and other health topics in line with Westminster Public Health, NHS and government guidance |

Equality and Diversity

PDT is committed to the provision, on a fair and equitable basis, of all our services and all areas of our operations.

PDT recognises that discrimination exists and that there is a strong link between discrimination, poverty and lack of opportunity. It is PDT's committed aim to enable access to existing and emerging opportunities and to empower all people living in Paddington and to others we work with, particularly those communities and people who have been excluded from mainstream services.

PDT will not discriminate on the grounds of race, ethnic origin, nationality, religion, culture, gender, sexual orientation, disability, HIV status, age or against ex-offenders.

Further information

If you have any questions about the role or require any special arrangements to be made to enable your application due to disability, please contact Lizzie Fletcher on lizzie@pdt.org.uk.