

Person Specification

Qualifications / Training

- Diploma or BSC in Radiography, or other Health Service Equivalent, e.g. Nurse, Midwife etc. (essential)
- DMU/PgCert/PgDip in Medical Ultrasound or M level equivalent (essential)
- Be registered with the relevant body i.e. HCPC, NMC
- Management certificate or equivalent experience (essential)
- Experience of minimum 3 years WTE or equivalent part-time post-qualification experience obstetric and gynaecological ultrasound
- Experience of audit, quality assurance, policy implementation and service development

Skills /Knowledge

- The ability to perform scans and formulate a report based on findings
- Knowledge of quality, standard setting, benchmarking and auditing, policy development and implementation, with the ability to undertake surveys or audits, as necessary e.g. audit of clinical incidents
- Knowledge of current issues in healthcare /specialty
- Sound knowledge of both clinical and non-clinical policies
- Skill in presenting and discussing ultrasound issues in a formal and informal context
- Have a good understanding of ultrasound equipment and image optimisation (essential)
- Ability to share knowledge and teach 'hands on' clinical ultrasound skills to all levels of staff (nurses, midwives, HCAS, doctors) (essential)
- Understanding of importance of accuracy in recoding data to ensure that documentation is accurate
- Must possess relevant IT skills to enable operation of healthcare setting information and imaging systems. This includes using IT systems e.g. databases, email etc.
- Good organisational skills with the ability to plan and prioritise one's own & sections workload
- Ability to cope with distressing situations and with distressed clients
- Effective counselling and communication skills.
- Ability to effectively communicate extremely sensitive complex information.
- Able to use initiative and problem solve as necessary.
- Ability to work effectively within a multidisciplinary team.
- Ability to react sensitively and professionally in unforeseen circumstances
- Ability to work effectively under pressure.
- Ability to meet deadlines
- Ability to undertake Root cause analysis and service improvement review (or willingness to learn)

Attitude, Values and Personal Qualities

- Pro-choice and willing to support the delivery of services up to the legal limit
- Effective communication within multidisciplinary teams, and accurate record keeping
- Ability to establish rapport and effective communication with clients in the short time allowed
- Possess an understanding of social, ethical and communication issues to enable delivery of bad news to clients and or staff in an appropriate/empathetic manner
- Ability to develop and lead in the acquisition of new skills relevant to changing practice and changing technology
- Ability to work effectively in a potentially pressurised and highly emotive environment
- Ability to work independently
- Must be able to prioritise and organise own and region workload
- Committed to both personal and professional development and improvement of the

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ultrasound service

- Maintain an empathetic, non-judgemental, dignified, friendly, caring approach to clients, relatives, staff and visitors in a safe environment always
- Good sense of humour and ability to remain calm in a pressured environment
- Positive, driven and enthusiastic attitude to organisational change
- Uphold and actively demonstrate behaviours that align with organisational values and behaviours
- Be an excellent role model and champion for Marie Stopes International United Kingdom
- Ability to work and participate as a team member, supporting colleagues
- Treat clients, their families and relatives as we would like to be treated ourselves

MSI Behaviours and Values

Team Member Behaviours

Work as One MSI

- You contribute, use, and share accurate data and evidence to improve understanding, insight and decision-making across MSI, enabling us to maximise our ability to influence others
- You share relevant knowledge, expertise and resources to strengthen teamwork and prevent duplication of effort
- You actively work as part of a team, providing support and flexibility to colleagues, demonstrating fairness, understanding and respect for all people and cultures.

Show courage, authenticity and integrity

- You hold yourself accountable for the decisions you make and the behaviours you demonstrate
- You are courageous in challenging others and taking appropriate managed risks.

Develop and grow

- You seek feedback to enable greater self-awareness and provide the same to others in a way which inspires them to be even more effective
- You manage your career development including keeping your knowledge and skills up to date.

Deliver excellence, always

- You strive to consistently meet and exceed expectations, putting clients at the centre of everything, and implement smarter, more efficient ways of performing your role
- You build and maintain effective long-term working relationships with all stakeholders, and are a true MSI ambassador.

Leadership (For Leaders only)

- You inspire individuals and teams, through situational leadership, providing clear direction
- You seek and provide opportunities which motivate team members, helping to develop skills and potential whilst strengthening our talent and succession pipeline
- You are aware of emerging developments in our sector, demonstrating strategic insight about our clients and business and encourage this in your team
- You articulate a vision of the future which inspires and excites others.

MSI Values

- **Mission driven:** With unwavering commitment, we exist to empower women and men to have children by choice not chance
- **Client centred:** We are passionate about our clients and dedicate our efforts to delivering agreed objectives to the highest possible quality
- **Accountable:** We are accountable for our actions and take responsibility for everything we do to ensure longterm sustainability and increased impact
- **Courageous:** We recruit and nurture talented, passionate and brave people who have the courage to push boundaries, make tough decisions and challenge others in line with our mission.

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Job Framework

Job Title	Lead Ultrasound Sonographer	Cost Centre	61281
Location	<ul style="list-style-type: none">• Post 1: North Region: Birmingham, Manchester, Leeds and Bristol• Post 2: South Region: Maidstone, West London, South London, Essex	No. of Direct Reports	0
Reporting to	Director of Nursing	Budget Responsibilities (Y/N)	N

The Function

Marie Stopes UK is a reproductive health charity, best known for its abortion services which help 70,000 women a year. Our network of welcoming clinics and local community services, together with a 24-hour confidential helpline work, provide high quality, safe, accessible and compassionate advice, care and support for the women and men who need us. 95% of our services are commissioned by the NHS.

Our clinic network is growing as part of our strategy to be the charity of choice for the women and men who turn to us for help, and for our funders. Our influence is growing too, as we work to increase public and political understanding of the issues women and men face in making reproductive choices.

We're looking for people who share our drive to provide the best quality care to everyone who needs our services to join our committed teams of clinical, management and support staff.

We're proud to be champions for reproductive choice, and we work hard every day to make a reality of women's rights to decide whether and when to have children.

The Role

To be an effective member of the ultrasound team, providing the highest standard of ultrasound service to our clients. The post holders will report to the Director of Nursing and in partnership with the Clinical Services Matrons and Regional Managers who will be responsible for managing all aspects of the ultrasound service, line with agreed aims and objectives. The post holder will work closely with the sonographer of the opposite region to contribute to optimising the client pathway and the efficiency of the ultrasound service, and will drive best practice in overall performance.

To contribute to the provision of the highest standards of sonography practice and client care, in accordance with company standards, procedures and protocols. This includes:

- Working with the Director of Nursing, participate in and contribute to the management of a quality, safe, efficient and effective ultrasound service across the designated region of responsibility
- Supporting post treatment ultrasound (clinical obstetrics and gynaecology) to an advanced level, as required.
- Collaborative working with their professional counterpart in assisting the regional managers and clinical services matrons in managing, coordinating and assessing the following:
 - Image and report audit
 - Ensuring colleagues are trained to confirm presence of an intra-uterine pregnancy, confirm gestational age which would help to determine the correct treatment options for clients who decide to proceed to termination and enable clients and MSUK colleagues to make an informed choice about how, where and when the termination of pregnancy will happen
 - Written client information relating to ultrasound are appropriate
 - Compliance with governance structure inclusive of health and safety and risk assessment, equipment maintenance
 - Evaluation and training co-ordinator (inclusive of staff ultrasound training, mandatory training and post treatment obstetric training for MSUK colleagues)
- Represent the ultrasound service in meetings as required

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- Take responsibility for maintaining good on-going communications with the sonographer of the opposite region, regional managers, clinical services matrons, students, doctors, head of health and safety, infection control nurse specialist, etc.
- Being responsible for supervising and auditing the work (images and reports) of colleagues in designated region and to act as a mentor and role model for new colleagues
- Being responsible for providing teaching and practical training to the two cohorts of students within Marie Stopes UK, including theoretical and practical training. The two cohorts of students are existing staff who have received previous training and new staff who have no ultrasound experience and are either enrolled or will be enrolled on the accredited university course.

Education, Training and Health Promotion responsibilities

- Provide specialist practical and theoretical training in ultrasound for nurses, midwives, healthcare assistants and doctors undertaking recognised qualifications.
- Supervise and undertake formative and summative assessments of trainees, finally making judgements about preparedness for exams and competence to practice independently when their findings may affect client management. Be accountable for work carried out under your supervision.
- Train less experienced nurses, midwives, healthcare assistants and doctors to improve their ultrasound technique and practice.
- Provide support and mentorship to nurses, midwives, healthcare assistants and doctors.
- Monitor and supervise performance of all nurses, midwives, healthcare assistants and doctors, identifying and actioning specific training needs, delegating as appropriate
- Support the development and delivery of the training plan for nurses, midwives, healthcare assistants and doctors
- Be accountable for own professional activities, involving a high degree of autonomy, within the limits of personal competence.
- Be pivotal in the practical training and support of colleagues in relation to standards ensuring staff fully understand the criteria to obtain high quality images. Advising the Director of Nursing where staff are not able to work to the required standard
- Engage in CPD as per the requirements of professional code of conduct, and undertake further post-graduate specialist training to fulfil the needs of a developing service. This includes being compliant with mandatory training requirements and accurate records are maintained
- Work within and contribute to evidence-based protocols and guidelines. When inadequacies in these are identified, take remedial action.
- Take a pro-active role in audit and research.
- Adhere to training nurses, midwives, healthcare assistants and doctors:
 - Of the principles of informed consent by means of clear explanations to clients, including risks, benefits, accuracy and limitations of examinations
 - Maintain the dignity and privacy of clients whilst undertaking examinations of an intimate nature (e.g. transvaginal scanning). Follow Marie Stopes UK policy on chaperoning in these circumstances
 - To compose and issue an independent report
 - How to convey scan results to clients in a manner which they can understand and which minimises distress.
 - Devise appropriate strategies to convey complex issues to clients, and those responsible for them, who may have communication difficulties, e.g. learning difficulties, physical impairment and minors
 - Provide first-line counselling in contexts such as ectopic pregnancy. An awareness of moral and ethical considerations should be applied
 - Communicate second opinion ultrasound scan results to the referrers: verbally, in writing, and/or electronically
 - Independently undertake a review of ultrasound examinations carried out by nurses, midwives, healthcare assistants and doctors to offer a second opinion, using high levels of specialist knowledge. Apply local guidelines and protocols where applicable
 - Support and ensure optimum client follow-up commensurate with scan findings i.e. advise clients of routine systems for obtaining results, advise when further investigations or referral are needed
 - Provide expert advice to a range of healthcare professionals
 - How to scan safely to reduce the risk of Work Related Musculo Skeletal Disorders (WRMSD)
- Support the training of staff who are on the ultrasound training course, including (but not limited to), how to perform both TA and TV ultrasound scans in a methodical manner, using the equipment to obtain the best practice images to ensure safety and accuracy, report writing
- Organise and deliver update training in both clinical and classroom settings for colleagues as and when required

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Clinical responsibilities

- Ensure high standards of client care at all times, challenging and ensuring others challenge poor practice, in accordance with professional code of conduct
- To independently perform ultrasound scanning duties to the required standards of Marie Stopes UK and produce a clinical report for each ultrasound scan undertaken.
- Pre-treatment ultrasound scanning to locate a pregnancy, determine gestational age and fetal number, identify placenta location (2nd trimester) and any pathology which may impact on the treatment e.g. fibroids
- Participate in supporting post treatment scanning to identify ongoing pregnancy or presence of retained product of conception or simple clot, liaising with a clinical lead
- Ensure that findings and report enable clients and MSUK colleagues to make an informed choice about how, where and when the termination of pregnancy will happen
- To be able to use the organisation's system and be conversant with the image archive system
- To provide general ultrasound scanning services in conjunction with other region's sonographers and health care professionals.
- Obtain the requisite hard-copy images for clinical use, archiving and medico-legal purposes, ensuring optimum image quality and accurate client identification
- Be responsible for running own clinical lists for the purpose of training nurses, midwives, healthcare assistants and doctors, working in a potentially pressurised environment, managing unpredictable demands
- Be aware of the biomedical hazards of ultrasound and operate in a manner that minimises these.
- To adhere to all Marie Stopes UK policies including the Health and Safety Regulations; COSHH Regulations; client confidentiality, the Data Protection Act

Managerial responsibilities

- With peers continually monitor quality issues and in agreement with the regional manager and clinical services matrons ensure regular audit and review of sonography, reports and client surveys. To include
 - Perform regular region review of images and provide on-going support to ensure improvements in practice can be achieved and maintained
 - If required, devise and implement supportive action plans where required. Monitor progress and resolution of these action plans
 - Maintain region's records to training, support and both internal and external quality assurance
- With peers continually monitor training waiting list and ensure that any issues are reported to the clinical service matron and or the regional manager
- Work closely with clinical services matrons to maintain and improve ultrasound service
- Foster positive relationships with nurses, midwives, healthcare assistants and doctors to ensure good communication and a multidisciplinary approach
- Actively promote and develop the ultrasound service, incorporating technical advances to improve techniques, and improving client pathways
- To act as mentor for the designated region's group of centre scan mentor and trainees, including contributing to their appraisal programme.
- Take responsibility for resolving problems within designated region. Manage waiting list in conjunction with centre clinical services matrons
- Devise appropriate strategies to challenge policy non-compliance and inappropriate behaviour and performance, e.g. delivering news the staff don't want to hear and poor performance etc.
- Take responsibility for the use and care of the ultrasound equipment in the designated region. Working with the Head of Health and Safety to organise equipment service, repair and QA
- Take responsibility for recognising inadequacies in existing equipment and contributing to business plans for replacement or additional purchases. Organise and participate in the evaluation and selection of application-specific ultrasound equipment
- Demonstrate competence in IT systems operating in Marie Stopes UK, and use of the Internet, in order to maintain accurate data entry, patient information acquisition, report generation, communication and access to research data
- Work with peer to take responsibility for the sonography service in ensuring a safe working environment for both colleague and clients. Evaluate, report, and act on perceived risk in accordance with Marie Stopes policy
- Have an understanding of ergonomic principles related to sonography and promote the same to minimise the risk of ill health in yourself and others
- To carry out any other duty that may be required as instructed by the Director of Nursing as necessary
- Deputise for the sonographer of the opposite region as required
- To actively participate in matters concerning clinical governance, clinical audit and assessment
- To undertake any equipment tests as part of Marie Stopes UK quality assurance program and to report any equipment faults
- To have responsibility for ensuring active participation in continuing professional development (CPD)

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- To give full co-operation in any investigations of a complaint or untoward incident and comply with company procedure to that effect.
- To ensure that professional and technical knowledge/expertise is kept up to date and to maintain a portfolio to show evidence of personal professional development.

Quality assurance

- To ensure effective systems are in place for the smooth day to day running of the ultrasound centres of excellence within designated region
- To monitor, all ultrasound policies, procedures and SOPs – this will include complaints, health and safety, confidentiality – and ensure all the staff are familiar with and observe them
- To formulate new policies as deemed necessary and set up systems for their implementation
- To ensure that clients are receiving the best possible service and those client services are regularly reviewed
- To adopt a strategic approach to development and management of client services
- To ensure the smooth running of all sessions and services provided
- To ensure that the service information for clients and outside organisation is up to date and in accordance with national guidelines
- To review equipment fault forms and liaise directly with any member of staff raising equipment issues to attempt resolve of said issues prior to contacting service engineers
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Any other duties necessary for the successful performance of the role.

This job description is a reflection of the current position and may change in emphasis or detail in light of service developments. It will be reviewed annually as part of the appraisal/performance development review process.

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