



Student Name: Jessica Waters

Student ID: 2335157

Module Name: Changemakers: Building your Personal Brand for Sustainable Employment

Module Code: BMHP5015

Lecturer Name: Caroline Salami

Report Building your Personal Brand for Sustainable Employment

Introduction

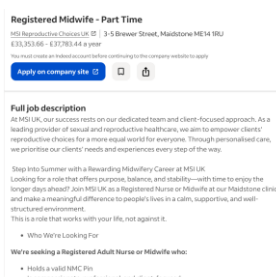
This report explores the employability skills, personal development, and career planning required to pursue a career in midwifery within the United Kingdom. Midwifery is a highly skilled and rewarding profession that involves supporting women throughout pregnancy, labour, and the postnatal period. Midwives play a vital role in ensuring the safety and wellbeing of both mother and baby, requiring a combination of clinical expertise, emotional intelligence, and professional responsibility.

The purpose of this report is to analyse the key employability skills required for a midwifery role, evaluate my current skills and experiences in relation to this profession, and develop a structured action plan for achieving this career goal. Additionally, the report will examine strategies for building a personal brand, promoting a professional identity, and developing a network to support successful employment within the healthcare sector.

Job Description and Person Specification

A review of a current UK midwifery job vacancy highlights the core responsibilities and requirements of the role. Midwives are responsible for providing antenatal care, supporting women during labour and childbirth, and delivering postnatal care. They also monitor the health of both mother and baby, and collaborate with multidisciplinary teams including doctors, nurses, and health visitors (National Health Service, 2024).

To practise as a midwife in the UK, candidates must complete an approved midwifery degree and register with the Nursing and Midwifery Council (NMC, 2023). The person specification typically includes essential criteria such as strong communication skills, the ability to work under pressure, compassion, and the ability to make informed clinical decisions (NHS, 2024).



Registered Midwife - Part Time
MSI Reproductive Choices UK Ltd | 3-5 Brewer Street, Macclesfield M14 1RU
£33,353.66 - £37,763.44 a year

[Apply on company site](#)

Full job description
At MSI UK, our success rests on our dedicated team and client-focused approach. As a leading provider of sexual and reproductive healthcare, we aim to empower clients' reproductive choices for a more equal world for everyone. Through personalised care, we prioritise our clients' needs and experiences every step of the way.

Step into Summer with a Rewarding Midwifery Career at MSI UK
Looking for a role that offers purpose, balance, and stability—with time to enjoy the longer days ahead? Join MSI UK as a Registered Nurse or Midwife at our Macclesfield clinic and make a meaningful difference to people's lives in a calm, supportive, and well-structured environment.
This is a role that works with your life, not against it.

Who We're Looking For
We're seeking a Registered Adult Nurse or Midwife who:

- Holds a valid NMC Pin
- Is compassionate, professional, and client-focused

(Indees,2026)

Analysis of Employability Skills

Midwifery requires a diverse range of employability skills that are essential for delivering high-quality care. One of the most important skills is communication. Midwives must communicate effectively with women, families, and healthcare professionals. Clear communication ensures that patients understand their care plans and feel supported during what can be a very stressful and emotional time (Skills for Health, 2022).

Empathy and compassion are also fundamental. Midwives work closely with individuals experiencing one of the most significant special and scary events in their life, and being able to provide emotional support is crucial. This skill helps to build trust and improve patient outcomes (NMC, 2023).

Clinical and technical skills are essential for monitoring health conditions, conducting examinations, and responding to complications. Midwives must also demonstrate critical thinking and decision-making skills, particularly in emergency situations where quick and accurate judgments are crucial (NHS, 2024).

Teamwork is another key skill, as midwives collaborate with a range of healthcare professionals. Effective teamwork ensures coordinated care and enhances patient safety, each professional that is working within the team, has their own set of skills and knowledge which is required to ensure the best care for the mother and babies (NMC, 2026).

Time management is equally important, as midwives often manage multiple patients and responsibilities simultaneously. Working in a health and social care setting, will push you to your limits, it's very busy, a lot is going on, but time management is crucial, it seems impossible at times, but we need it to organise and prioritise how you allocate your time to certain tasks, it will also allow you to be able to make decisions on prioritising more at risk patients. (Skills for health, 2024)

Finally, emotional resilience is vital. The role can be physically and emotionally demanding, requiring the ability to cope with stressful situations, including medical emergencies or difficult patient experiences (Health Education England, 2023).

Self-Evaluation of My Skills

To assess my suitability for a career in midwifery, I have evaluated my current skills using a reflective approach, including elements of a SWOT analysis. SWOT analysis is a structured strategic assessment, it can help healthcare professionals, realise what their weaknesses are, what their strengths are and it will also help the healthcare professions to be able to make different decisions and work on their weaknesses, in healthcare organizations SWOT “forces leadership to be able to confront reality, both internal constraints and external pressure, without defensiveness (healthcare success, 2026).

One of my key strengths is my ability to communicate effectively. I am a good listener and can express myself clearly, which is important when supporting patients and working within a team. I am also compassionate and empathetic, which aligns with the caring nature required in midwifery (NMC, 2023).

Another strength is my willingness to learn and my commitment to personal development. I am motivated to pursue further education and training, which is essential for a healthcare career.

However, I have identified areas for improvement. For example, I need to develop greater confidence in high-pressure situations. Midwifery involves dealing with emergencies, and building confidence in decision-making is important. Additionally, I would benefit from gaining more practical healthcare experience to strengthen my understanding of clinical environments.

Feedback from teachers and peers has highlighted my positive attitude and reliability but also suggested that I should continue developing my independence and leadership skills. Overall, while I have a strong foundation, further development is required to meet the full demands of the role.

Experience and Qualifications

Currently, I am working towards qualifications in health and social care, which provide a strong foundation for a career in midwifery. These studies have helped me develop an understanding of patient care, communication, and professional standards.

In addition, I will gain transferable skills through education and any voluntary or part-time work that I can secure. For example, experiences that involve working with people, providing support, or demonstrating responsibility are highly relevant to midwifery. Voluntary work in midwifery is quite essential, "it allow us to experience clinical settings in maternity services, support for patients and staff, it also gives us the real life experience of what it actually takes to be a midwife, and off the back of that, it gives us additional support for interviews and job applications". (NHS Trust, 2024).

I plan to further enhance my experience by seeking volunteering opportunities in healthcare settings, such as hospitals, care homes, or community organisations. This will allow me to develop practical skills, observe professional practice, and gain a deeper understanding of patient care (Health Education England, 2023).

Personal Brand and Professional Identity

Building a strong personal brand is essential for standing out in a competitive job market. My personal brand will focus on being compassionate, reliable, and committed to providing high-quality care. I aim to present myself as a professional who is dedicated to continuous learning and patient wellbeing.

One way to develop my personal brand is by creating a professional online presence, such as a profile on LinkedIn. This platform allows me to showcase my skills, qualifications, and experiences, as well as connect with professionals in the healthcare sector (LinkedIn, 2024).



(it would not allow me to make a LinkedIn)

My professional identity will be shaped by the standards and values expected of midwives, including those set by the Nursing and Midwifery Council. This includes maintaining professionalism, respecting patient confidentiality, and adhering to ethical guidelines (NMC, 2023).

I will also focus on developing a strong CV and personal statement that clearly communicate my skills and suitability for the role. By consistently demonstrating professionalism in both online and offline settings, I can build a positive reputation within the healthcare field.

Networking for employment

Networking is an important aspect of securing employment in the healthcare sector. Building relationships with professionals can provide valuable insights, support, and opportunities (Skills for Health, 2022).

I plan to develop my network through various methods, including attending career events, engaging with university tutors, and connecting with healthcare professionals during placements. Using platforms like LinkedIn will also enable me to expand my professional connections.

Additionally, volunteering and work experience can help me build relationships with individuals already working in healthcare. These connections may provide references or inform me about job opportunities in the future.

Action Plan and Timeline

To achieve my goal of becoming a midwife, I have developed a structured five-year action plan.

Year 1–2:

- Complete my current health and social care qualifications
- Improve communication and teamwork skills
- Gain volunteering experience in a healthcare setting

Year 3–5:

- Apply for and complete a midwifery degree
- Participate in clinical placements to develop practical skills
- Build confidence in clinical decision-making

Final Stage:

- Register with the Nursing and Midwifery Council
- Apply for midwifery positions within the NHS
- Continue professional development through training and education

To achieve these goals, I will need access to resources such as educational courses, financial support for university, and opportunities for work experience. I will also seek guidance from teachers, mentors, and healthcare professionals (Health Education England, 2023).

Conclusion

In conclusion, midwifery is a highly demanding yet deeply rewarding profession that requires a combination of clinical expertise, strong interpersonal skills, and emotional resilience. This report has explored the key employability skills necessary for success in this role, including communication, empathy, teamwork, and decision-making, all of which are essential for delivering safe and effective care to women and their families.

Through self-evaluation, I have identified that I already possess several important strengths, particularly in communication, compassion, and my commitment to personal development. However, I also recognise that there are areas requiring further improvement, such as building confidence in high-pressure situations and gaining more practical experience within healthcare settings. Addressing these areas will be crucial in preparing me for the realities of a midwifery career.

The report has also highlighted the importance of developing a strong personal brand and professional identity. By presenting myself as a reliable, motivated, and caring individual, and by maintaining professionalism both online and in practice, I can enhance my employability within the healthcare sector. In addition, networking with professionals and gaining relevant experience through volunteering will provide valuable opportunities for learning, support, and future employment.

Furthermore, the structured action plan provides a clear and achievable pathway towards becoming a qualified midwife. By completing my current studies, progressing to higher education, and registering with the Nursing and Midwifery Council, I will be able to meet the professional requirements needed to practise within the National Health Service. Continuous professional development will remain essential throughout my career to ensure that I maintain high standards of care.

Overall, this report demonstrates my commitment to pursuing a career in midwifery. By continuing to develop my skills, gain experience, and follow my action plan, I am confident that I can achieve my career goals and make a positive contribution to the healthcare sector, supporting the health and wellbeing of mothers and babies.

References

- National Health Service (2024) *Midwife job profile*. Available at: <https://www.healthcareers.nhs.uk> (Accessed: 26 April 2026).
- Nursing and Midwifery Council (2023) *Standards of proficiency for midwives*. Available at: <https://www.nmc.org.uk> (Accessed: 26 April 2026).
- Health Education England (2023) *Careers in midwifery*. Available at: <https://www.hee.nhs.uk> (Accessed: 26 April 2026).
- Skills for Health (2022) *Employability skills in healthcare*. Available at: <https://www.skillsforhealth.org.uk> (Accessed: 26 April 2026).
- LinkedIn (2024) *Using LinkedIn for professional development*. Available at: <https://www.linkedin.com> (Accessed: 26 April 2026).
- Indeed, (2026). Registered Midwife – part time. Available at: <https://uk.indeed.com/q-midwifery-l-medway-jobs.html?vjk=e132b0ae0894baa1> (Accessed on, 28 April 2026)
- NMC, (2026). Good teamwork means better maternity care. Available at: <https://www.nmc.org.uk/standards/guidance/good-teamwork-means-better-maternity-care/> (Accessed on 28 April 2026).
- Skills for health. Healthcare success, The blog. Available at: <https://www.skillsforhealth.org.uk/article/six-time-management-tips-for-busy-healthcare-professionals/> (Accessed on, 29 April 2026)
- Healthcare Success, (2026). Available at: <https://healthcaresuccess.com/blog/case-studies-best-practices/swot.html> (Accessed on, 29 April 2026).
- NHS Trust, (2024). Trust celebrates volunteer to career programme. Available at: <https://www.sath.nhs.uk/news/trust-celebrates-volunteer-to-career-programme/> (Accessed on, 29 April 2026).

