

SENIOR BUSINESS INTELLIGENCE ANALYST

Candidate Pack



Colleague Benefits

General

- 27 days annual leave entitlement, increasing with length of service, plus 8 bank holidays
- Flexible working policies
- Generous maternity pay and 2 weeks full pay paternity leave
- Colleague recognition scheme and long service awards
- Greener travel initiative, including cycle to work scheme and lift share
- Childcare information and support available, including onsite nurseries
- Discounted bus passes with Arriva

Financial

- Access to various local and national discounts via various external websites
- Salary sacrifice schemes
- Generous pension scheme
- Access to a financial support booklet
- Pre-retirement courses
- Free Will writing service
- Savings and Loan schemes

Learning and Development

- Coaching and Mentoring
- Leadership Academy – leadership and management training for all staff
- Access to E-Learning courses
- Apprenticeships – growing number of apprenticeship opportunities across all disciplines
- Secondment and acting up opportunities
- Support to complete qualifications whilst on the job

Wellbeing

- Coaching
- Mental Health First Aiders
- Chaplaincy
- Fast track physiotherapy service
- Free eye test vouchers
- Slimming World referral scheme
- Cervical screening service
- Long Covid support
- Access to wellbeing/rest rooms
- Menopause support
- Men's Health forms and MOT
- Discounts with local gyms



Poppy's Promise

Poppy's Promise is a compassionate care initiative introduced within this Trust to enhance communication, respect and empathy across every aspect of patient care.

The initiative was founded by Katie Russell, following the loss of her daughter Poppy, who tragically died at just twelve hours old due to failures in care and communication. Born from that experience, Poppy's Promise serves as a powerful reminder that while clinical skill saves lives, it is compassion, listening and respect that define the quality of care and human connection. By embedding this promise across our organisation, we ensure that no patient or family ever feels unseen, unheard, or uncared for.

Poppy's Promise is a five-stage framework that supports NHS staff to provide compassionate, consistent and patient-centred care. It aims to create a culture where empathy and communication are prioritised at every level – from education and recruitment to daily patient interactions.

At the heart of the initiative lies the C.A.R.E. framework, which outlines four guiding principles for staff to follow. The CARE principles form the foundation of Poppy's Promise. They describe the behaviours, attitudes and values that underpin every interaction – between staff and patients, staff and families, and colleagues with one another.

CARE is not an additional task. It is how care is delivered.

C.A.R.E. Meaning and Practice

Compassion - Demonstrate genuine kindness, empathy and humanity in every interaction. Compassion means recognising the emotional as well as the physical needs of patients, families and colleagues, and responding with care, patience and understanding. Small acts of compassion can have a lasting impact.

Acknowledge - Actively listen and be fully present. Use eye contact, names and open body language, and acknowledge the individual's feelings, concerns and lived experience. Every person should feel seen, heard and taken seriously.

Respect - Treat everyone with dignity, honesty and fairness at all times. Respect individual differences, personal circumstances and lived experience. Trust is built through respectful behaviour, consistency and integrity.

Empower - Enable people to be active participants in their care and work. Communicate clearly, encourage questions and shared decision-making, and ensure patients, families and colleagues feel informed, confident and included. Poppy's Promise is more than a framework – it represents a cultural shift towards human-centred care. By adopting these principles, we:

- Strengthen trust and communication between staff and patients
- Reduce avoidable harm through better understanding and listening
- Improve patient experience and staff wellbeing
- Foster a culture of openness, empathy and shared responsibility

Every member of staff has a role to play in bringing Poppy's Promise to life. Whether you are clinical, administrative or support staff, compassion and communication are part of everyone's role.

In daily practice, you can:

- Take a moment before entering a patient's space – centre yourself, focus on the person, not the task
- Use clear, respectful and kind language
- Listen without interruption and acknowledge emotions expressed
- Be honest and transparent, even when conversations are difficult
- Reflect after interactions – consider how your approach made the patient or family feel

All staff within the Trust are expected to:

- Uphold the values of Poppy's Promise in all patient and colleague interactions
- Attend any training, workshops or refreshers provided as part of the initiative
- Support colleagues in modelling compassionate behaviours
- Raise concerns constructively when communication or respect fall short
- Reflect these principles in both professional and personal conduct within the workplace

Together, we can make every interaction an opportunity to care, listen and make a difference.

That is Poppy's Promise.

Job Summary

This summary has been generated using AI to provide a clear and accessible overview of the role. It is intended to support candidates who may find the full job description harder to read, such as those who are neurodiverse, have learning disabilities or lower literacy levels. Our goal is to make the application process more accessible and inclusive for everyone.

- Use data from different sources to create reports and insights that help improve patient care and NHS services.
- Analyse large sets of healthcare data to identify trends, support decision-making, and help solve real-world challenges.
- Develop and maintain dashboards, reports, and business intelligence tools using modern data and reporting systems.
- Work closely with managers, clinicians, and other teams to provide clear, accurate, and meaningful information.
- Support projects across the Trust by ensuring data is collected, checked, analysed, and presented to a high standard.
- Share expert advice on data analysis and help improve the way information is used across the organisation.

Job Description

Job title:	Senior Business Intelligence Analyst
Grade:	Band 7
Site:	The Shrewsbury and Telford Hospital NHS Trust
Accountable to:	Deputy Chief Executive
DBS required:	None

Job Purpose

As a member of the Shrewsbury and Telford Hospital NHS Trusts Business Intelligence Team you will support in developing and applying new and innovative ways of managing and analysing data. You will support the Business Intelligence senior team on the building of innovative applications using state-of-the-art big data technologies, and data from a wide variety of sources.

We are seeking someone to join the team in our quest to enable Healthcare and NHS professionals to make the right and most cost-effective decisions for patient care and healthcare services. Using the very latest developments in analytics and Operational Research you will be supporting in providing actionable data insight to senior managers and clinicians through the power of advanced analytics.

Main Duties and Responsibilities

- Reporting to the Head of Business Intelligence, the Senior Business Intelligence Analyst will support in the provision of high-quality information to projects across the Trust and as part of wider system collaborative working
- To develop efficient, timely and accurate information services to the Trust and take responsibility for the provision of strategic information on both a routine and ad-hoc basis
- Using high-level personal knowledge and skills in complex analytical techniques, the post-holder will assist in developing analytical capability and capacity within the Trust, including statistical tools and analytical models
- Demonstrate detailed use of various visualisation/business intelligence packages i.e. QlikSense, SSIS, PowerBI to create detailed and impactful reports
- Possess the technical skills to develop interactive data analysis to support service delivery and drive transformation.
- Be comfortable working both within a team and autonomously showing the tenacity and innovation required to meet end goals.
- Handle and analyse large health and social care datasets using tools such as SQL, supporting the development of actionable intelligence
- Proactively build effective working relationships across the Shropshire and Telford System with other information teams to ensure business deliverables are met and delivered.
- Make best use of data to drive decision-making and support clinical care pathways to be better understood and enhanced
- Support the Business Intelligence function in connecting the population health management approach to provider datasets
- Support the senior Business Intelligence team in developing a segmentation approach to Trust datasets and drawing in datasets from across the system to enable population health management approaches to be adopted within the Trust

Competencies & Experience

- Ability to perform advanced statistical analysis.
- Ability to apply intellectual curiosity and technical ability to solve real world challenges.
- Ability to communicate effectively to non-technical contacts in both written and verbal form.
- Ability to understand and interpret results, applying the results to the given problem and suggesting conclusions to be drawn.
- Ability to deliver high quality work under pressure and tight deadlines.
- Understanding of data quality issues and appropriate data validation techniques.
- Ability to work effectively on your own or as part of a team and contribute innovative ideas and knowledge to your colleagues.

- Knowledge in the use of maintaining code using programming languages and tools, such as SQL, R or Python
- Creating standard operating procedures (SOPs), which can be referred to by other members of the team.
- Analysis of raw data.
- Presenting methods and outcomes to stakeholders.

Key Working Relationships

- Support in the provision of complex, sensitive and contentious information, presenting information to a wide range of stakeholders through the development of a suite of business intelligence applications and reports.
- Nurtures key relationships and maintains networks internally and externally
- Link with members of other functions, to address inter-dependencies and ensure alignment
- Deputise for the Head of Business Intelligence as required, in relation to information and data analysis, expanding on knowledge, skills and experience within personal professional development.
- Pro-actively represent the Business Intelligence team by working with clinical and non-clinical staff to ensure a consistent corporate approach to the provision and use of information.

Operational and Information Management requirements

- Plan, develop and evaluate methods and processes for gathering, analysing, interpreting and presenting data and information
- Ensure that information is processed, analysed and interpreted correctly
- Support in the leading of business intelligence application developments and reporting systems
- Collate qualitative and quantitative information and lead appropriate analysis and interpretation to highlight issues, risks to aid in supporting decision-making
- Work with and share information appropriately with a variety of stakeholders to support the Trust programmes and projects
- Develop and improve the use, quality, and presentation of data in support of the strategic roadmap for business intelligence delivery
- Provide specialist statistical advice and guidance in the development and analysis of datasets and information

Person Specification

	Essential	Desirable
Qualifications	Educated to degree level in an information/statistical related field or substantial experience of application of analytical processes Additional specialist knowledge gained through formal training and/or experience. Evidence of recent personal development or learning.	
Experience	Experience in forecasting performance and creating robust trajectories	Experience in the use of SSIS for improving business processes Experience of writing and maintaining code and processes using R, JavaScript or Python.
Knowledge and skills	Knowledge of statistical and analytical techniques and experience of using them Knowledge of data science approaches Knowledge of linking person level dataset to produce enhanced intelligence Knowledge of the key principals of information governance Knowledge of some of the political and system-wide challenges found within the health sector.	Knowledge of ETL packages and how to apply these to flow local data

	High level of data analysis skills. Ability to manipulate complex data at speed Ability to interrogate, interpret and present complex data to meet customer needs. Skilled in the translation of business needs and issues into logical analytical frameworks. Excellent practical and working knowledge of Microsoft Excel Familiarity with one or more relational database tool. Knowledge and experience of SQL Server Management Studio Knowledge and experience in the use of PowerBI or QlikSense for building BI visualisations	
Other	Excellent written and oral communication skills. Influencing and negotiation skills and stakeholder management Ability to contribute confidently to meetings and workshops Proven track record of presenting. Able to prioritise work effectively and to deliver to demanding deadlines.	

	Ability to work with changing and sometimes conflicting priorities with limited supervision. Demonstrates the emotional intelligence and stamina necessary to achieve goals in a complex environment Adaptable – likes new challenges.	
--	---	--

General conditions

As they undertake their duties, all our people are required to uphold and demonstrate the Trust's core values of: Partnering, Ambitious, Caring and Trusted. Collaboration and partnership are also central to our approach in delivering our fundamental activities of patient care, teaching, and research.

Health & Safety

As an employee of the Trust you have a responsibility to:

- take reasonable care of your own Health and Safety and that of any other person who may be affected by your acts or omissions at work;
- co-operate with the Trust in ensuring that statutory regulations, codes of practice, local policies and departmental health and safety rules are adhered to;
- not intentionally or recklessly interfere with or misuse anything provided in the interests of health and safety.

Infection Prevention and Control

The prevention and management of acquired infection is a key priority for the Trust. Any breach of infection control policies is a serious matter which may result in disciplinary action. As an employee of the Trust you have a responsibility to:

- ensure that your work methods are compliant with the Trust's agreed policies and procedures and do not endanger other people or yourself;
- be aware of infection prevention and control policies, practices and guidelines appropriate for your duties and you must follow these at all times to maintain a safe environment for patients, visitors and staff;
- maintain an up to date knowledge of infection prevention and control, policies, practices and procedures through attendance at annual mandatory updates and ongoing continuing professional development;

- challenge poor infection prevention and control practices of others and to report any breaches, using appropriate Trust mechanisms (e.g. incident reporting policy).

Information Governance

The Trust is committed to compliance with Information Governance standards to ensure that all information is handled legally, securely, efficiently and effectively. You are required to comply with the Trust's Information Governance policies and standards. Failure to do so may result in action being taken in accordance with the Trust's Disciplinary Procedure.

- **Confidentiality and Security** - Your attention is drawn to the confidential and sensitive nature of information collected within the NHS. Whilst you are employed by the Trust you will come into contact with confidential information and data relating to the work of the Trust, its patients or employees. You are bound by your conditions of service to respect the confidentiality of any information you may come into contact with which identifies patients, employees or other Trust personnel, or business information of the Trust. You also have a duty to ensure that all confidential information is held securely at all times, both on and off site.
- **Disclosure of Information** - The unauthorised use or disclosure of information relating to the Trust's activities or affairs, the treatment of patients or the personal details of an employee, will normally be considered a serious disciplinary offence which could result in dismissal. Upon leaving the Trust's employment and at any time thereafter you must not take advantage of or disclose confidential information that you learnt in the course of your employment. Unauthorised disclosure of any of this information may be deemed as a criminal offence. If you are found to have permitted the unauthorised disclosure of any such information, you and the Trust may face legal action.
- **Information Quality and Records Management** - You must ensure that all information handled by you is accurate and kept up-to-date and you must comply with the Trust's recording, monitoring, validation and improvement schemes and processes.

Professional Standards and Performance Review

As an employee of the Trust you have a responsibility to:

- participate in statutory and mandatory training as appropriate for the post; and
- maintain consistently high personal and professional standards and act in accordance with the relevant professional code of conduct;

- take responsibility for the maintenance and improvement of personal and professional competence and to encourage that of colleagues and subordinates;
- participate in the Trust's appraisal processes including identifying performance standards for the post, personal objective setting and the creation of a personal development plan in line with the KSF outline for the post.

Safeguarding Children and Vulnerable Adults

We all have a personal and a professional responsibility within the Trust to identify and report abuse. This may be known, suspected, witnessed or have raised concerns. Early recognition is vital to ensuring the patient is safeguarded; other people (children and vulnerable adults) may be at risk. The Trust's procedures must be implemented, working in partnership with the relevant authorities. The Sharing of Information no matter how small is of prime importance in safeguarding children, young people and vulnerable adults.

- As an employee of the Trust you have a responsibility to ensure that:
 - you are familiar with and adhere to the Trust's Safeguarding Children procedures and guidelines.
 - you attend safeguarding awareness training and undertake any additional training in relation to safeguarding relevant to your role.

NHS Sexual Safety Charter

The Trust is committed to ensuring that all employees work in an environment that is safe, inclusive, and free from sexual misconduct, harassment, and discrimination. As a signatory to the NHS Sexual Safety Charter, the Trust upholds a zero-tolerance approach to sexual harassment and supports anyone affected by inappropriate behaviour. In accordance with the Workers Protection (Amendment of Equality Act 2010) Act 2023, the Trust has a statutory duty to take reasonable steps to prevent sexual harassment of its employees. All staff, are required to treat others with dignity and respect at all times and to cooperate with Trust policies, procedures and training designed to maintain a culture of safety, professionalism, and mutual respect.

Social Responsibility

The Trust is committed to behaving responsibly in the way we manage transport, procurement, our facilities, employment, skills and our engagement with the local community so that we can make a positive contribution to society. As an employee of the Trust you have a responsibility to take measures to support our contribution and to reduce the environmental impact of our activities relating to energy and water usage, transport and waste.

Continuous Improvement

The Shrewsbury and Telford Hospital NHS Trust aims to empower colleagues at all levels have the confidence, capability, passion, and knowledge, to test changes and make improvements at SaTH and in the communities we serve.

To support this, we have developed the SaTH Improvement Method, a structured approach to change that provides practical tools and techniques to help you understand what success looks like with clear aims, enables you to measure progress and plan meaningful improvements.

You won't be doing this alone. Whether you're new to improvement or already leading change, the Improvement Hub is here to guide you with expert advice, hands-on support, and a wide range of training opportunities to help you grow and thrive throughout your time at SaTH whilst making improvements in your area of work. Join us in shaping a culture of continuous improvement, where every colleague is supported to make a difference.

Equal opportunities and diversity

The Shrewsbury and Telford Hospital NHS Trust is an Equal Opportunities Employer, fully committed to fostering an inclusive workplace where all staff feel valued and able to thrive. We believe that a diverse workforce, reflective of our community, is essential for delivering the best patient care.

We will not discriminate against any job applicant or colleague based on any protected characteristic, including age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race (including colour, nationality, ethnic or national origin), religion or belief, sex, or sexual orientation. Selection for appointment, training, development, and promotion will be based purely on merit and the individual's ability to meet the role requirements.

As a post-holder, you have a personal responsibility to uphold the Trust's commitment to equality by treating all colleagues and patients with respect and dignity. You must actively support measures introduced to ensure equality of opportunity and will not discriminate, harass, or bully others, or condone such behaviour.



Proud to have signed
The Pregnancy
Loss Pledge

