

SENIOR PERFORMANCE 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.

- Work with clinical and senior leaders to provide clear information and insight that helps improve services and patient care.
- Analyse large sets of data and turn complex information into easy-to-understand reports, recommendations and performance measures.
- Lead projects that support service improvement, change programmes and the development of new ways of working across the Trust.
- Provide expert advice, training and support to colleagues, helping them use data and information to make informed decisions.
- Manage and develop team members, promote good working practices and ensure work is completed accurately and on time.
- Build strong relationships with staff, managers and external partners to support organisational goals, improve performance and drive continuous improvement.

Job Description

Job title:	Senior Performance Analyst
Grade:	Band 7
Site:	The Shrewsbury Business Park
Accountable to:	Head of Performance
DBS required:	None

Job Purpose

The post holder will work closely with the Clinical Directorates' Leadership Teams to provide robust performance, business intelligence and business management support to the Clinical Directorates across their Clinical Service Lines.

The post holder will provide analytical support covering areas including service developments, change management and tender responses, leading specific analytical work streams as agreed.

The post will also focus on working with the Head of Performance to ensure development and delivery of meaningful performance management and quality outcome measurements. This will include supporting clinical service areas to receive, understand and interpret their data to allow them to use this data to inform practice/service operations.

- Leads the production, development and promotion of a range of statistical/information services and presents results
- Provides specialist advice and guidance on statistical/epidemiological/information matters including the development and analysis of health related data sets and information
- Manages staff within team or project

Main Duties and Responsibilities

- The post holder will lead on the provision of patient flow information to users across the Trust, by ensuring that specialist or complex IM&T is processed in accordance with policies and procedures
- Handling of large complex data sets and dimensional data modelling in order to design and deliver multi-audience reports.
- Working closely with clients to understand and document their needs, and working closely with team members to design solutions that meet client needs whilst ensuring the best use of the technologies available.
- Providing a high level of customer service to end users of informatics tools in order to ensure their continued uptake and effectiveness internally and externally. This will include providing end user support and training as required.
- Communicating complex analytical, statistical or technical matters to non-technical audiences.
- Maintaining accurate and accessible tailored technical documentation and scripts.
- Analysing, interpreting and resolving complex queries, which require interpretation and comparison.
- Providing technical guidance and support as appropriate to wider members of the team.
- Disseminating specialist knowledge appropriately with colleagues, peers and end users.
- Proactively seeking to improve the technical capability and efficiency of informatics solutions to minimise downtime.
- Planning and prioritising own and others workload to ensure that agreed deadlines are met.
- Forecasting accurate estimates for the completion of project milestones and any associated deliverables, making judgments on their impact on resource (e.g. time and personnel) and any associated risk of non-delivery
- Maintaining a high level of accuracy within work and ensuring work is auditable.
- Ensuring Department guidelines are followed and a culture of best practice is promoted regarding analysis and the clear presentation of reports.
- Ensuring that any reporting, whether of a complex or simple nature, runs efficiently and is automated where possible.

- Ensuring that all work is fully documented and that written Operating Procedures are kept up-to-date.
- Providing on-going testing of complex systems to ensure that they are kept up to date and that system integrity is maintained.
- Supporting system upgrades to ensure a smooth transition.
- Providing advanced specialist knowledge and expertise in specific areas of information intelligence.
- Monitoring and auditing software systems to ensure the continued reliability and stability of the services being provided.
- Continually developing technical skills. Researching new software tools, data management & analytical techniques to ensure best practice.
- Involvement with recruitment and retention.
- Promote a culture of continuous improvement, learning, coaching, supporting and enhancing individual learning.
- To manage and be directly accountable for projects that require long term strategic plans and may impact across the organisation.
- To be a specialist professional with minimal supervision, having the expertise to decide a course of action based on own interpretation of board policies and frameworks.
- Deputising for the roles as required and Participate in the Senior Manager on call rota.

Communication and Relationships

- To provide and receive highly complex or sensitive information, often in circumstances where there may be a hostile, antagonistic or highly emotive atmosphere; for example, when leading significant change projects.
- Work collaboratively with other NHS Trusts to improve efficiencies and economies of scale to create a consistent approach aligned to national policies and practices.
- To develop external relationships with key partners and stakeholders both within and without the Trust and NHS.
- Working collaboratively with senior leaders in the development, and implementation of a transformational approach to service design across the Trust.

Business Partnering

- To support improvements in Trust performance by working with senior leaders as part of their senior leadership team(s) monitoring progress in the implementation of local plans, supporting and challenging colleagues across the care groups.
-

- To provide business performance information on relevant metrics, including the analysis of highly complex data, consideration of options and making recommendations to senior leaders.
- To analyse, identify trends and explain workforce performance information to management team(s), identifying reasons for (under)performance, and agreeing appropriate actions (incl. action owners) in response.
- Regularly create complex statistical reports, which manipulate and present qualitative and quantitative data in a meaningful way.
- Responsible for providing strategic direction on workforce matters within designated areas.
- To act as a strategic change agent to help identify, plan and deliver major change projects within designated corporate areas and care groups.
- To support senior leaders to critically reflect about the strategic implications of their business plans.
- To actively lead and support the implementation of OD and workforce improvement initiatives.

Organisation Development

- Develop and implement a staff engagement strategy with Care Groups and corporate teams, which aims to improve staff involvement, motivation and contribution, while also supporting personal and career development, and the health and wellbeing of staff.
- Attending Care Group Committees, Performance Review Meetings with Executives, Assurance Committees with CCGs and the Trust.

Leadership

- Be a 'critical friend' for the Workforce Business Partners, providing advice and support to them on a regular basis.
- Have oversight of the Business Partner agenda, demonstrating how the Business Partner team make a positive difference to the Trust.
- Provide training and development to team members.
- Coach and develop Team members, ensuring that they are cognisant of changing needs within their area(s) of activity and on a Trust-wide basis.
- Complete annual appraisals for all staff.
- Communicate regularly through meetings with teams and individuals and provide opportunity for two-way feedback.
- Promote an effective team ethos.
- To support the staff engagement agenda, and act as a champion to promote and facilitate an engaged workforce within the Trust.

- Work with the leadership team to develop and implement approaches to inclusion and anti-racism to drive improvements of inclusion KPIs and improve the experience of staff.
- Encourage and enable staff to feel empowered to change and improve the workplace through, for example the application of staff engagement and listening methodology, focus groups, and regular local surveys.
- Promote equality, diversity and rights, and treat others with dignity and respect ensuring services are developed, managed and delivered to meet the specific needs of those belonging to protected characteristics.
- Promote equality, diversity and Human Rights in working practices by developing and maintaining positive working relationships, ensuring colleagues are treated fairly and contributing to developing equality of opportunity and outcomes in working practices.

Person Specification

	Essential	Desirable
Qualifications	• Educated to Degree level in a relevant subject or equivalent level of qualification or significant equivalent previous proven experience in specialist area. • Educated to Post-graduate degree level in relevant subject (e.g. health service research, information systems) or equivalent level qualification or significant experience of working at a similar level in specialist area.	• Application of academic learning to post graduate diploma level in a working environment. • Relevant professional registration (e.g. British Computer Society)
Knowledge, Behaviours and Experience	• Ability to manage change and achieve objectives within timescales. • Significant previous experience working in an analytical/information role. • Project management principles. • Expert user of MS Excel and Access (or similar) for statistical reporting. • Significant experience of data mining/NHS analytical experience in an acute or community setting. • Working with hospital information systems and EPRs. • SSRS SQL (Server Reporting Services) running from T-SQL stored procedures.	• Experience of using statistical software packages such as R and Power BI • Programming or software development experience. • Supervisory or team leadership experience • Experience in researching user needs and using this to inform the design of products

	• Excellent communication skills across a range of media and audiences/environments. • Ability to form effective working relationships with senior managers, front line clinicians, service users and carers. • Ability to write reports on present and future services. • Able to present and disseminate information. • Must be prepared to travel outside or around the city for different work requirements. • NHS Data Definitions, Datasets and Statistical Returns. • Application/knowledge of a range of statistical techniques and modelling methods. • Negotiating specifications and timescales for information requests with customers, advising on the most appropriate use of data. • Receiving, providing and presenting complex and sensitive information to a large group of staff or members of the public at conferences, meetings and in reports. • Mentor and support development of analysts. • Proven experience of building excellent professional relationships, quickly developing rapport based on	
--	---	--

	professionalism, trust and integrity. • Experience of contributing to senior meetings providing authoritative advice and timely, accurate information.	
Skills	• Excellent research, analytical and problem solving skills. • Advanced Keyboard skills and understanding of simultaneous working across multiple computer applications • Microsoft SQL Server database management and querying skills with a proven ability to write complex queries • Ability to work under pressure • Able to work within a team and to support other team members • Competent in the use of technical computer scripting • Intellectual flexibility • Pro-active in improving own skills • Clear communicator with excellent written and presentation skills, capable of constructing and delivering clear ideas and conceptions concisely and accurately to a diverse and varied range of audiences consisting of internal and external stakeholders.	• Microsoft SQL Server DBA / Performance Tasks such as permissions and indexes.

Other	• Time management and organisation skills. • Ability to work with unpredictable situations and pressure and to tight deadlines. • High degree of concentration required often for long periods. • Able to respond to frequent unpredictable interruptions whilst remaining focused on key priorities • Frequent local travel across multiple Trust sites (often several times a week) and occasional requirement to travel outside the county • Positive about new ways of dealing with situations and role modelling this to others • Responsiveness and positive approach to change • Ability to accept uncertainty and adapt as necessary to get on with the job • Remain calm and focused under pressure • Integrity, respect for people, kind and supportive. • Ability to live the Trust values.	

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 Trusts 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.

