

DATA TRANSFORMATION LEAD

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.

- The Data Transformation Lead helps improve cancer services by turning complex data into clear information that supports better care for patients.
- They create easy-to-use dashboards and reports that help staff understand performance and make good decisions.
- They lead analytical projects, guide junior analysts and work closely with managers, clinicians and other teams to support change.
- They check data quality, explain findings in simple terms and help others learn how to use data well.
- They make sure work is well planned, risks are managed and progress is tracked so that cancer services can keep improving.

Job Description

Job title:	Data Transformation Lead
Grade:	Band 7
Site:	The Royal Shrewsbury Hospital
Accountable to:	Head of Cancer Services
DBS required:	None

1. Job Purpose

The Data Transformation Lead is a senior leader responsible for delivering effective data analysis to support the transformation agenda of Cancer Services. By using extensive knowledge of NHS cancer-related data, business processes and excellent analytical and technical skills, they will support leaders in delivering performance, quality, and the continuous improvement of Cancer Services across The Shrewsbury and Telford Hospital NHS Trust.

The purpose of the Data Transformation Lead is centred on producing high-quality dashboards and delivering robust analysis of clinical and operational datasets to enable improvement across the cancer pathways. The post-holder will turn complex data into actionable intelligence that supports transformation workstreams, operational decision-making, and improved patient experience and outcomes.

The role requires strong dashboard development, effective leadership on analytical workstreams and proactive delivery of accurate intelligence to support operational managers, clinicians, and transformation leads in delivering measurable improvements.

2. Main Duties and Responsibilities

Operational

- To drive delivery of a range of business initiatives and projects, leading analytical work to support cancer transformation and delivery programmes, producing high-quality insights that inform strategic and operational decisions.
- To structure problems and develop appropriate analytical solutions, analysing and triangulating data in innovative ways, and adapting approaches to deal with ambiguity.
- To develop interactive dashboards to support initiatives such as monitoring and improving pathway performance, capacity, demand, waiting times, and MDT workflow efficiency.
- To conduct in-depth analysis of clinical outcomes, including survival, staging, treatment variation, and audit data, presenting findings to clinical and managerial stakeholders.
- To monitor, interpret and quality assure progress against deliverables to the Trust's Cancer Delivery and Transformation Plan.
- Responsible for making recommendations, providing advice and able to prepare strategic reports/briefings for the Head of Cancer Services and relevant forums.

Project Management

- To support and lead the team in the delivery of project plans, allocating tasks as appropriate, identifying risks, issues and dependencies, considering best practice and current options and ultimately making decisions in the best interest of the project and data available.
- To design and monitor project metrics.
- Demonstrate effective stakeholder management, utilising data to influence and negotiate.
- Support transformation and delivery team as and when required.
- Take into account the impact of any change the projects will have on any operational or transformation workstreams, proactively utilising data to support decision making.
- To attend Trust and external meetings as a representative of the SATH Cancer Services Team.

Communications

- Produce or help produce reports, including on own work, projects, performance and impact.
- Critically appraise information from other services, auditing and checking outputs.
- Seek out, encourage and utilise service user feedback.
- Feed up issues and risks and propose solutions or mitigations.

- Develop policies, guidance and training resources.
- Provide training as required to a wide range of stakeholders, including non-technical staff.

Technical Skills

- Use advanced keyboard skills.
- Use skills and specialist knowledge in coding, analysis and presenting information.
- Fully use the features of the trust’s computer systems and innovate to improve ways of working.
- Concentrate for long periods of time on complex data analysis.
- Understand and advise on maintaining patient confidentiality, data security and information governance procedures.

Financial and Physical Resources

- Identify products, equipment, services and facilities for assigned activities, achieving stakeholder buy-in as required.

People Management

- Directly manages junior analysts, responsible for day-to-day work assigned to the team.
- Conducts appraisals, oversees development of staff and ensures high standards of work.
- Responsible for recruitment and selection.

Person Specification

	Essential	Desirable
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Qualifications	<ul style="list-style-type: none"> • Educated to Degree level in a relevant subject or equivalent level of qualification or significant equivalent previous proven experience in specialist area. 	<ul style="list-style-type: none"> • Extensive knowledge of specialist areas acquired through post graduate diploma or equivalent experience or training plus further specialist knowledge or experience to master's level equivalent. • Awareness in project and programme management methodologies such as Prince 2, MSP and / or Agile.
Experience	<ul style="list-style-type: none"> • Current or recent NHS experience in a cancer related area. • Able to mentor others in understanding of NHS cancer related datasets and data sources and in assessing quality and reliability. • Understands the background to and aims of current healthcare policy and appreciate the implications of this on engagement. • Experience of managing and motivating a team/virtual team and reviewing performance of the individuals. • Experience of identifying and interpreting national policy. • Commitment to and focused on quality, promotes high standards in all they do. • Able to make a connection between their work and the benefit to patients and the public. 	<ul style="list-style-type: none"> • Experience of triangulating data from different sources and demonstrate an appreciation of the differences that might occur in large datasets.

	<ul style="list-style-type: none"> • Ability to operate in a value-driven style consistent with the values of public services and specifically the trust's organisational values. • Works across boundaries, looks for collective success, listens, involves, respects and learns from the contribution of others. • Works well with others, is • positive and helpful, listens, involves, respects and learns from the contribution of others. • Consistently looks to improve what they do, look for successful tried and tested ways of working, and also seeks out innovation. • Actively develops themselves and supports others to do the same. 	
<p>Knowledge and skills</p>	<ul style="list-style-type: none"> • Demonstrate skills and capabilities in one or more of the following: <ul style="list-style-type: none"> ○ experience in using a range of statistical software such as SAS, SPSS, R, Python and SQL; ○ experience in use of mixed method approaches using qualitative and quantitative methods, ○ able to build and document complicated and varied types of model including forecasting performance; ○ can use ○ segmentation and or clustering to better understand population being modelled. 	<ul style="list-style-type: none"> • Experience of triangulating data from different sources and demonstrate an appreciation of the differences that might occur in large datasets.

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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.



Proud to have signed
The Pregnancy
Loss Pledge

