

Business Change 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.

- This role helps the Trust improve the way staff use digital systems to support patient care and everyday work.
- The post holder works with clinical and non-clinical teams to understand current processes, identify improvements, and help introduce new technology and ways of working.
- You will analyse how services operate and recommend changes that make the best use of digital systems and technology.
- You will work closely with staff across the Trust to understand their needs, solve problems, and support improvements to working practices.
- You will help plan, test, implement and support new digital systems, ensuring they meet the needs of users and improve services.
- You will deliver training, provide advice and guidance, and support staff during periods of change to help them use systems confidently and effectively.
- You will monitor progress, identify risks and opportunities, and contribute to projects that support the Trust's digital transformation goals.
- You will build strong working relationships with a wide range of stakeholders and act as a specialist source of knowledge on digital systems and business change.

Job Description

Job title:	Business Change Analyst
Grade:	6
Site:	IT Department (SBP)
Accountable to:	Digital Services Manager
DBS required:	None

Main Duties

Analytical & Judgmental Skills

- To be responsible for undertaking analysis of current and complex clinical and operational workflows, clinical practices and patient experiences within digital project plans
- To use established business process analysis techniques, methodologies and visualisations

- To enable the development of process redesign to maximise the use of digital systems within an organisational context of digitally enabled change.
- To investigate and resolve complex digital queries where there a potential number of options in terms of resolution. Analysis may lead to configuration of hardware and/or software.
- Meet with various stakeholders and users to troubleshoot and resolve issues that may arise regarding, complex technical information issues/problems and changes to working practices/business processes. Make recommendations from a number of options where appropriate.
- To provide advice on the availability of solutions that result from the analysis of complex problems as they arise, such that they are acceptable to both junior and senior members of the Trust.
- Where limitations of the systems are identified liaise with 3rd party software specialists to identify different solutions to bridge the limitations.
- Following your analysis of users' requirements, document the design and decisions, including business process changes, liaising with system suppliers or internal development teams to configure systems to demonstrate options to deliver the requirements and benefits.
- Undertake gap and operational impact analyses that contribute to process mapping and organisational readiness for digital deployments

Communication & Relationships Skills

- To present and demonstrate a wide variety of IT solutions and communicate a range of complex and sensitive business processes supported by those systems to large user groups and senior managers.
- To communicate with internal and external organisations over business change requirements and implementation.
- To seek the opinions of other NHS organisations in England where standards, policies and procedures vary nationally.
- To negotiate with clinical and non-clinical groups to achieve key strategic outcomes or decisions where factors may be conflicting, contentious or sensitive.
- Responsible for negotiating with clinicians, clinical support disciplines, managers and users the processes identified and areas requiring change, agreeing the implementation of changes in line with the Trust's Digital Transformation / Digital Strategy.
- Build and maintain relationships with a number of key stakeholders across the organisation including both clinical and nonclinical
- To assist in the facilitation of change / system design and config workshops for all members of the multidisciplinary team, including local health economy staff where appropriate.
- To serve as an ambassador of digital systems to all users and other stakeholders, to ease the management of change and adoption of the new system.

- To support key system implementations and upgrades and the purchase of new systems through the capital bid process. To ensure that current processes are reviewed and mapped with all key stakeholders, highlighting areas where changes are required or possible in line with the Trust's digital transformation strategy.
- Lead, support and motivate clinicians and administrative staff, where changes in working practices and processes are implemented.
- Develop and maintain professional relationships with all disciplines within and outside of the Trust.
- Able to facilitate and support multiple teams encouraging knowledge share across those teams bringing best benefits to the Trust.
- Support clinicians during the assessment, purchase and implementation of new systems to assist them in realising their clinical recording and reporting needs and ensuring that their expectations are realistic and achievable. Liaising with relevant teams and departments as required.
- To demonstrate proposed specified developments of digital systems in order to communicate the capabilities of different systems.
- To provide detailed project updates to the relevant project managers and communicate any proposed risks to the project and patient safety hazards.

Knowledge, Training & Experience

- Specialist knowledge across range of methods and techniques underpinned by theory
- Specialist knowledge and expertise acquired through degree level or equivalent qualification/experience plus additional specialist knowledge.
- Specialist knowledge in business change particularly involving system change, process mapping and process re-design, impact analysis, and managing benefits.
- To ensure that your knowledge and expertise is backed by appropriate qualifications (degree, or equivalent, experience of specialty)
- To ensure that your qualifications and / or experience remain current and broad over the various skills of the role.
- To support and be part of digital system implementations, providing floorwalker support to end users in the use of systems, technology and agreed processes
- Have an awareness of the operational plans of the Digital Transformation / digital systems in line with the Digital Transformation / Digital Strategy.
- Hold specialist knowledge of NHS and clinical digital systems.
- Ability to negotiate complex issues and provide different solutions.
- Ability to assess complex and contentious issues and tailor advice and solutions accordingly.

Planning & Organisational Skills

- Plan, organise and manage tasks and straightforward and / or complex activities including programmes, workshops, focus groups which may require adjustments to plans for the development of the systems.
- Plans and organises the workload to ensure that business change is incorporated into and managed within each project.
- Collection of information, identifying barriers and driving forward change,
- Work within defined deadlines as part of a team and on an individual basis ensuring assigned work is effectively project managed.
- To manage the completion of relevant documentation for all relevant projects to assist in providing project updates
- Provide input and updates to the Project managers on project progressions and escalate issues that are seen as risks which could impact on the project deadlines and timescales.

Physical Skills

- Utilises available personal resources complemented by advanced keyboard skills
- Accurately utilises available personal resources ensuring appropriate software packages are used when performing computer related tasks.
- Able to manipulate complex data at speed.
- Driving license for travel to user sites e.g., acute and community hospitals
- Responsibility for Patient/Client Care
- Incidental contact with patients and service users.
- Responsibility for Policy/Service Development
- To assist in the review and development of Trust policies and procedures with various professional bodies, steering groups, divisional teams, clinical governance, and clinical risk, ensuring that the elements of IM&T applications and clinical workflow reflect Trust policy and practices which may impact beyond own area.
- Implements policies within own area e.g., process change, planning business change through the implementation of new projects.
- Where Trust policy & practice is changed, facilitate this change through the various, steering groups and relevant professional heads.
- Recognising where process re-design is required across the organisation and proactively engaging with various staff groups to influence change.
- Ensure all developments incorporate and reflect nationally agreed standards for data collection and reporting.
- Work with divisional teams in the development of evidence-based protocols and rules based clinical decision support and data collection tools.
- You will recognise where process redesign is needed across the Trust and proactively engage the Project managers and Trust senior managers when appropriate to influence change using key approaches such as impact analysis.

- Undertake R&D to support any business development to ensure that key changes to systems do not have any detrimental effects on the Trusts ability to meet its mandated targets.
- Responsibility for Financial and Physical Resources
- To support the benefits identification and realisation process involved in implementing the digital applications in liaison with the divisions.
- Takes responsibility for the expensive IT equipment and software installation and its maintenance.
- Ensures physical resources are maintained appropriately.
- Takes responsibility for safe use and the security of physical resources held by the role, for example, taking laptops and projectors on site for the purpose of demonstrations.
- Promotes the best use and care of physical resources throughout the Trust.
- Support digital in ways of working to save energy and support the carbon reduction plans.
- Responsibility for Human Resources
- Day to day co-ordination of junior staff
- To assist with the recruitment of the new staff into the team.
- Deliver IT training both within the team and external to the team across the Trust and the local community.
- Provide training and training packages for users for piloting of new developments and then provide training to trainers and system administrators as part of handing over new developments once implemented.
- Delegates work to some team members.
- Support and mentor new staff joining the team
- Lead, support and motivate clinical, clinical support, operational, and administrative staff, where changes in working practices and processes are implemented.
- Responsibility for Information Resources
- Responsible for analysis of user requirements, documenting and design, including business process changes, configuring systems and demonstration.
- Controls data and produces appropriate relevant and complex reports from various systems and interprets data.
- Adopts a best practice approach from the changes made within digital systems, promoting and training on those changes where appropriate, and reflecting data quality optimisation aspects particularly with user base
- Maintains output specification documents for new developments.
- Maintains all the analysis and process mapping systems in place ensuring full user sign off records and minutes of meetings are always fully auditable.
- Maintains computer hardware including printing or electronic ordering, account creation, modifications or creation of information systems.
- Responsibility for Research and Development

- To assist with user acceptance testing for the various phases of system implementation ensuring the application is fit for purpose and meet the quality expectations
- To be responsible for reporting any regression testing issues raised and ensuring correction accordingly.
- Responsible for piloting new developments and performing a quality audit from the pilot and feedback any proposed quality issues and recommendations to improve the quality.
- Responsible for identifying developments within the business change systems to improve services provided through the use of the system change.

Freedom to Act

- Broad occupational policies, works to achieve agreed objectives and has freedom to do this in own way, working within broad professional policies; advises without reference to manager.
- Acts as a lead specialist in own area.
- Works to achieve agreed set objectives having freedom to perform under self-direction.
- Works within the agreed configuration guidelines and standards, making recommendations for change if required.
- Performs as lead specialist and acts appropriately in own area.
- Performs the role with minimal supervision from the Business Change Manager

Physical Effort

- Combination of sitting, standing and walking.
- Needs to be able to carry appropriate hardware (projectors, laptops etc).
- Light physical effort for the configuration of the aforementioned hardware items.
- Able to connect hardware to power sockets, LAN sockets.
- Able to move computer equipment in line with the demands of the role.
- Holds current driving licence, motor insurance for business purposes, and has access to a car

Mental Effort

- Able to cope with interruptions whilst in periods of concentration.
- Work within defined deadlines as part of a team and on an individual basis ensuring assigned
- work is effectively project managed.
- Requires frequent spells of concentration through a work pattern which can be unpredictable.

- To deal with questions / queries of Trust staff including end users, line managers, divisional general managers etc via the telephone, email, face to face. These may be of a complex nature requiring in depth knowledge.

Emotional Effort

- To be conversant with current Human Resource policies.
- Understand the human factors in managed change environments and with advanced technologies

Working Conditions

- Will be working with a computer /VDU throughout a large portion of the day
- To provide out of hours and onsite support as required to facilitate system implementations upgrades.

Personal/Professional Development

- To take every reasonable opportunity to maintain and improve your professional knowledge and competence to participate in personal objective setting and review, including the creation of a personal development plan and the Trust's appraisal process

Person Specification

	Essential	Desirable
Qualifications	Educated to degree level and / or equivalent experience	Recognised change management course or qualifications associated to the role Recognised benefits management course PRINCE 2 project management qualification
Experience	Experience of working in a large organisation with a wide range of staffing levels. Experience of business process analysis, using inquisitive and exploratory approaches Experience of process mapping and process redesign. Experience of gap and operational impact analytics, and problem-solving approaches Experience of supporting and being actively involved in system implementation / go-live Experience user acceptance testing Familiarity with business process analysis techniques and methods Experience of business change identifying benefits, solutions and new ways of working	Experience of supporting a digital implementation. Experience of user requirements' gathering methodologies Previous experience of working in a NHS organisation Experience of working and liaising with Third Party Suppliers.

	Strong experience in influencing the application of IT to working practices.	
Knowledge and skills	High level of interpersonal skills, including active listening and understanding, use of simple & non-technical language with users. Experienced in building effective and sustained relationships Excellent communication, presentation and demonstration skills Excellent written communication skills Influencing, motivation and negotiation skills Ability to work across organisational and professional boundaries Ability to prioritise and plan use of resources Understands and can articulate the benefits of Information Technology and digital enablement to Trust staff. Proficient in the use of MS Office (Word, Excel, Visio, Project) and E mail / Internet	Facilitation skills Awareness of NHS digitalisation strategy and direction Knowledge of the NHS and Trust's Digital Transformation strategy Knowledge and experience of change management strategies and approaches Knowledge of patient pathways in an NHS acute trust Knowledge and experience of change management strategies Development of standards and policies for the analysis, interpretation and reporting of business processes and associated impact of change
Other	Proactive, self-motivated, patient, attention to detail, and has a logical and analytical approach.	

	Curious, inquisitive and solution-focused Proactive approach to problem solving Ability to develop and maintain team working relationships, both internal and external. Flexible approach to working time Team player Able to work to strict deadlines	
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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.

