



# Job description

**Title:** Associate Chief Information Officer - Data Insights & Intelligence

**Band:** Band 8C (TBC)

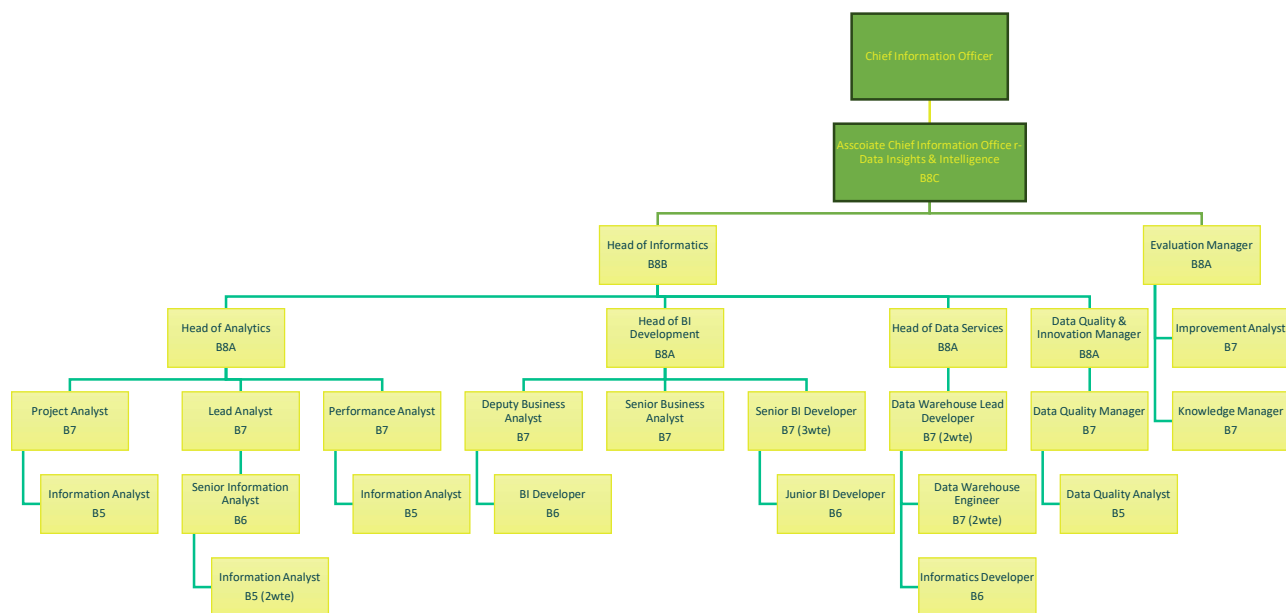
**Location:** North West – Parkway, Liverpool, Bolton, Broughton

## Organisational relationships

**Reports to:** Chief Information Officer

**Responsible for:** Head of Informatics, Evaluation Manager

## Organisational chart



## Our purpose: to be there when people need us most.

NWAS is an inclusive and compassionate organization driven by three value principles:

1. Working together.
2. Being at our best.
3. Making a difference in service to our people, patients and communities.

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Our commitment to equality and inclusion feeds into everything we do and is a responsibility shared by everyone in the Trust.

## Job purpose

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This role will be key to enabling the Trust to achieve its ambitions to transform Urgent and Emergency care as a data driven organisation. The post holder will work with the Chief Information Officer and the Digital senior management team to deliver on the Data Insights and Intelligence plans, developing a vision and strategy for data insights and intelligence and building the capability and capacity of the team to support the Trust to deliver it's ambition to be the best ambulance service in the UK.

NWAS holds a unique position in the North West health and care system due to our geographical scale and amount of patient contacts each year; this means we have substantial knowledge and information about our patients, the wider population and the services available to support patient navigation. Within our digital strategy we have set a clear ambition to transform the way we use data to become an organisation that makes better decisions through better: data, access, insight, collaboration and operating procedures.

The post holder will lead the team in delivering a robust, responsive, and sustainable information service, supporting delivery of key projects and maintaining core business information requirements. The role requires effective supplier liaison and close working relationships with Trust staff at all levels within the organisation whether Clinical or Support Services, as well as other external stakeholders. The post holder will work across the organisation bringing leaders and content experts together to use data to evaluate and improve our services.

All leadership roles at NWAS at every level are required to promote and role model our Be Think Do Philosophy. NWAS is committed to attracting managers and leaders who are more than subject matter experts, but exemplary in demonstrating their experience and commitment to; values-based leadership; challenging workforce and health inequalities; operating successfully in ambiguity, complexity and uncertainty.

## Core duties and responsibilities

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### Strategic

- Lead responsibility for the development and delivery of a strategic data insights and intelligence plan for the Trust to ensure existing systems/future developments have the appropriate capacity and capability to meet the changing demands of the service and in line with our digital strategic plan.
- Maintain and enhance a range of policies and procedures to enable accurate, safe and accessible information that meets the needs of the Trust in delivering its day-to-day services.
- Work closely with other Heads of Services/Executive Directors to ensure the alignment of the data and intelligence plan with service developments.
- Lead responsibility to continuously assess the ways of working to ensure the Trust can meet its ambition to be a data driven organisation and use data to improve delivery of its core functions in the delivery of patient care.
- Lead responsibility for evaluating best practice models, methods and interventions, making recommendations on the most appropriate Trust-wide approach to the delivery of organisational data and intelligence needs.

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- Lead responsibility for identifying and assessing new technologies and approaches to analysis and collation of data including AI and population modelling.
- Lead responsibility to represent the Trust at local, regional and national forums, ensuring the promotion of Trust achievements in informatics and Digital, the sharing of best practice and identification of opportunities to work in partnership with both NHS and non-NHS organisations.
- Develop strategies for initiating and maintaining data sharing, building relationships, influencing and negotiating with external key partners, other high performing organisations (UK & overseas) within health care (ambulance services) and quality improvement.
- Work with the Chief Information Officer to continuously develop the vision for the team and the wider digital team in the trust, providing intelligent and original thought towards long term plans including developing a strategy for engagement and capability building.
- Develop partnerships with universities and improvement partners and secure grant funding to evaluate service delivery and improvement.
- Contribute to the development and maintenance of disaster recovery regimes for all information systems in use within the organisation.

## Leadership and Management

- Provide expert advice and support to the Executive Management Team on national NHS and external performance management systems.
- Deputise for the Chief Information Officer, in line with all the Digital Senior Management Team, in representing all aspects of informatics and the digital plan.
- Act as an ambassador for a culture which is team-oriented, we all learn from and teach each other.
- Be up to date with latest thinking, trends and technical advances and act as a reference point for setting programme practice for the Information/ Business Intelligence agenda
- Ensure that there is a proactive and comprehensive approach to risk management and be responsible for service continuity for own area and provide input into other directorates/departments as required.
- Lead initiatives to drive improvements to working practices including Agile approaches, DevOps methodologies and tools.
- Responsible for day to day and long-term workforce planning, including succession and development, ensuring appropriate technology skills are continually refreshed and supporting the long term technical and knowledge objectives of the Digital function.
- Accountable for leading change in culture and behaviours as required, motivating and developing staff and co-ordinating the education and training needs of the team and the Trust as a whole, in line with team objectives to create a positive and proactive can-do attitude.
- Provide strong individual and professional leadership through change and support staff through a visionary, motivational and problem-solving approach, utilising strategies to deal with resistance to change.
- Establish and maintain a service orientated, customer focused function that supports on-going operations that drive efficiency, quality, customer service and growth.
- To manage and maintain resilient and robust systems and processes for ensuring the trusts internal and external reporting requirements are met.

## Communication

- Excellent oral and written communication skills, including the ability to explain digital solutions in business terms, establish rapport and persuade others as to appropriate courses of action

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- Act as the main contact with all external NHS and non-NHS organisations to ensure the Trust is appropriately represented in the development of regional/national informatics / digital programmes/strategies.
- Produce assurance reports for senior management forums including Trust Board and Executive management team and attend Board Committees as required to contribute to the Trust's strategic planning processes and provide assurance.
- Provide assurance reports for commissioners and other key external stakeholders
- Communicate highly complex and potentially contentious information to staff at every level of the organisation.
- Ensure understanding of the Digital plan and engage with directorates to persuade, influence and increase understanding of complex technical and analytical matters.
- Use creative approaches to engage staff at all levels with data.

## Analytical and Judgmental

- Lead on initiatives in own domain to design and implement solutions, with particular focus on the development and maintenance of data and intelligence capabilities within the Trust.
- Advise on the feasibility of future state service solutions.
- Analyse business cases and proposals from vendors against agreed budgets and programmes of work from a data and intelligence perspective.
- Collate/review data and analyse statistics relating to KPIs, staff, technical outcomes and effectiveness with a view to identifying patterns and trends, determining appropriate recourses where required.
- Filter and interpret National and regional policy and guidance and ensure adoption across the Trust.
- Ensure that the Trust meets all information requirements set out by NHS England and Regulators.
- Analyse, interpret and resolve highly complex issues which may be unique to the Trust's way of working and which may need to be communicated to diverse audiences.
- Articulate and teach the appropriate use of various analytical approaches and offer guidance to teams in their use.

## Financial

- To manage budgets in accordance with the Trust's Standing Financial Instructions and Scheme of Delegation and financial resources allocated to own areas, making proposals to maximise those resources through budget setting, recharges, long term financial planning and income generating/charging and saving opportunities.
- Act as the SRO for relevant major digital projects including the accurate estimation of budgetary requirements and the management thereof.
- Responsible for the development, monitoring and management of all data insights and intelligence revenue and capital budgets..
- This will include overall responsibility and accountability for both day-to-day expenditure and all project expenditure, both capital and revenue, within data insights and intelligence area.
- To proactively seek funding opportunities and support the development of Data funding bids.
- Lead responsibility for negotiating and influencing project budget allocation when sourcing funding from outside of the Trust, for example funding allocated via NHS Digital and local ICS.
- Comply with all legal, regulatory and Trust requirements including policies, standing financial instructions, standing orders and procedures.
- Commission external providers to deliver specific products if required.

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## Human Resources

- Line management and leadership for the teams providing support, guidance and development as appropriate.
- Encourage and motivate all staff.
- Working with the Organisational Development Directorate ensure the development and implementation of appropriate strategies to maintain specialist staffing levels within a competitive recruitment market.
- Provide professional supervision demonstrating advanced levels of knowledge, judgement and decision making.
- Establish and maintain individual performance management systems aligned to an agreed appraisal system ensuring every Manager and member of staff has an active Personal Development Plan and is working to appropriate KPIs and objectives.
- Undertake grievance, disciplinary and performance management processes in line with Trust policies and procedures.
- Develop strategies for avoiding poor performance and address poor performance issues agreeing the appropriate course of action necessary to achieve this.
- Able to track data continuously to quickly resolve failures to meet programme requirements and act accordingly to support team members as appropriate.
- Ensure that all staff have clear roles and responsibilities and work as a team to drive continuous improvements.
- Contribute to the development of a co-operative and supportive team environment by leading by example.

## Corporate responsibilities

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- Compliance with trust policies, procedures and protocols at all times.
- Compliance with all statutory and legal duties including the Freedom of Information Act 2000; Computer Misuse Act 1990 and keep up to date with any changes or additions relevant to legislation.
- Maintain confidentiality and security of all information in accordance with the requirements of the General Data Protection Regulation (GDPR), Data Protection Act 2018, the common law duty of confidentiality and, for the protection of patient confidentiality, the principles of Caldicott.
- Support positive action in service of the Equalities Act 2010 and the trust commitment to antiracism.
- Provide a healthy, safe and secure working environment by adhering to health and safety regulations, trust policies, procedures and guidance. Take necessary action in relation to risks in the workplace including supporting others to manage risks and reporting incidents as necessary.
- Abide by the NHS values and the NHS Constitution, maintaining the highest standards of care and service, treating every individual with compassion, dignity and respect, taking responsibility not only for the care you personally provide, but also for your wider contribution to the aims of your team and the NHS as a whole.
- Maintain own CPD to enhance own performance through continuously developing own knowledge, skills and behaviours to meet the current and future requirements of the job and respond to the learning needs of the trust.
- Act within acceptable parameters as an employee / manager of the trust, having regard to the applicable code of conduct for your role and ensuring own practice is in accordance with trust policies.

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- Contribute to own personal development by participating in annual appraisal with line manager, developing a PDP, and actively participating in agreed learning activities and evaluating effectiveness of learning in relation to the role.
- Regularly review own practices and make changes in accordance with current and / or best practice, making suggestions for improved practice and identifying where other activities affect own practice.
- Achieve and demonstrate agreed standards of personal and professional development within agreed timescales.
- Contribute positively to the effectiveness and efficiency of the teams in which they work.
- Act in ways that support equality and diversity and the rights of individuals, ensuring own practice is in accordance with trust policies. Identify and act when own or others' action undermines equality and diversity.
- Raise concerns around risk, malpractice, or wrongdoing at work, which may affect patients, staff or the organisation at the earliest reasonable opportunity.

## Safeguarding children

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- To recognise and report to the appropriate authorities any concerns regarding child protection issues, including possible child abuse.
- Under section 11 of the Children Act 2004 all NHS staff must ensure that their functions are discharged with regard to the need to safeguard and promote the welfare of children (Working Together to Safeguard Children 2015). <http://www.workingtogetheronline.co.uk/index.html>

## Safeguarding adults

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- To recognise and report to the appropriate authorities any concerns regarding vulnerable adult issues, including social care and mental health.
- All staff must comply with mandatory training requirements and ensure that adult safeguarding is embedded as an essential part of their daily practice.

This job description is not meant to be exhaustive. It describes the main duties and responsibilities of the role. It may be subject to change in the light of developing organisational and service needs and wherever possible, change will be pursuant in collaboration with the post holder.

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## Person specification

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### Skills / competencies

- Excellent leadership skills that enable collaborative working towards a shared vision
- Strong leadership skills with the ability to effectively manage and inspire a team of BI professionals
- Extensive experience in the field of business intelligence and digital development, including data analysis, reporting, data visualization and software development
- Proven track record of developing and implementing BI strategies and solutions that drive business growth and improve decision-making processes.
- Excellent interpersonal skills with the ability to persuade and influence at all levels
- Excellent written and verbal communication skills
- Excellent analytical and reporting skills with the ability to interpret and communicate highly complex information from a variety of sources
- The ability to demonstrate original thought and apply innovative approaches
- Good team building skills with the ability to motivate other people and manage conflict.
- Programme / project Management skills with the ability to manage complex workloads
- Ability to work well under pressure, prioritise, delegate and meet challenging deadlines
- High level of presentation skills with the ability to adapt style and approach to a variety of audiences
- Ability to teach and coach others at all levels
- Good attention to detail
- Knowledge of cloud-based BI solutions and experience with cloud platforms such as AWS or Azure.
- Advanced user of Microsoft Project
- Competent user of information systems such as Microsoft Office Suite, including Project and Access
- Strong proficiency in BI tools and technologies, such as data visualization platforms (e.g., Tableau, Power BI) and analytics software
- Excellent data storytelling and presentation skills to effectively communicate insights and findings to stakeholders
- Advanced user of information systems such as Microsoft Office Suite, including Visio, spreadsheets and databases.
- Driving license (full)
- Demonstrable compassionate and inclusive leadership.
- Experience in the application of HR processes.
- Demonstrable experience of line management responsibilities.

All - **App/Int/AC**

### Qualification and knowledge

- Bachelor's or Master's degree in a relevant field such as computer science, information systems, or business analytics or equivalent industry experience **App/Int**
- Evidence of further personal professional development **App/Int/AC**

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## Experience

- Significant experience of strategic planning to support wider organisational objectives
- In-depth knowledge of BI tools and technologies, such as data warehousing, ETL (Extract, Transform, Load), and analytics platforms.
- Proficiency in SQL (Structured Query Language) and other data querying languages.
- Excellent problem-solving and analytical skills, with the ability to extract meaningful insights from complex datasets.
- Familiarity with data governance and data quality best practices.
- Strong project management skills, with the ability to prioritise tasks and deliver projects within specified timelines.
- Significant experience working a senior level in a large and complex organisation
- Experience of leading innovative approaches to business intelligence
- Experience of building relationships and managing difficult partnership to achieve goals
- Knowledge of a variety of analytical and data display methods to understand variation at a process, system and population level
- Experience of Informatics Department Management
- Experience of managing complex projects using a proven Project Methodology.
- Experience of managing an extensive workload in complex environments
- Understanding of Information Governance
- Understanding of Information reporting methods
- Understanding of NHS information requirements
- A sound understanding of business process and importance of quality data
- Understanding of Performance Management
- Understanding and experience of different methodologies and approaches to project delivery, e.g. sprint, prince 2

All - **App/Int/AC**

## Values and behaviours

- Working together – demonstrate collaborative and inclusive working and challenge behaviour that is not inclusive or acceptable – **App / Int**
- Being at our best – professional and adaptable and takes pride in work - **Int**
- Making a difference – act with compassion, kindness and integrity towards everyone – **Int**

**Key:** App – application form

Int – interview

AC – assessment centre

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