

Senior Business Intelligence Analyst

Candidate Information Pack

December 2025

Senior Business Intelligence Analyst

As Senior Business Intelligence (BI) Analyst you will be responsible for working with Hospice UK's data to provide insights that support decision-making.

Your main focus will be shaping and delivering our Data Strategy. You'll be our leading technical voice, guiding the approach of the other data specialists in the team to ensure modern and effective ways of working using data and insight.

You'll collaborate with colleagues at all levels to understand their needs and ensure our data, dashboards, reporting and insights facilitate efficient, effective, and modern ways of working and a great colleague experience.

You'll promote a culture of learning, innovation, and collaboration across the organisation, ensuring that Hospice UK complies with all relevant legislation and best practice such as complying with UK GDPR and maintaining our security accreditations.

You'll bring a broad set of data skills and knowledge with specific experience developing reports and dashboards using Microsoft tools, particularly Power BI and working with data in Azure SQL. We are at the start of our journey using modern data tools, with training for all colleagues planned, but you will need to guide less experienced colleagues. Whilst challenging, this is an opportunity to shape how we work for the long term.

You'll be working with others to collect and analyse the data that is most useful for hospices across the UK to compare their services and understand the impact we make collectively. You'll also combine this with third-party data sources, such as population data, which will help local hospices reach everyone who needs help. Hospice UK will use this data and insight for national research and campaigning.

For our hospice sector data work, there are multiple data sources, some of which are bespoke databases within Hospice UK's systems, whereas others are external including publicly available data sources.

Internally, within Hospice UK, you'll work with colleagues from different departments to improve how we use data effectively. Within Hospice UK the main data sources are our CRM, Website CMS, Grants Management, Finance and HR systems. We also use bespoke data capture forms and databases for specific purposes.

We're a small in-house ICT and Data team, supported by 3rd party suppliers.

You will report to the Business Systems and Data Manager who has overall responsibility for our systems and the data held within them.

Reporting to	Business Systems and Data Manager
Line Manager to	None
Salary	£50,000 per annum
Contract	Permanent, Full time, 35 hours per week
Based at	<p>The post holder will be contractually based at Hospice House, Britannia Street, London, WC1X 9JG. This role is eligible for the Hospice UK Hybrid Working Arrangement from the start of employment. Our office is close to King's Cross station in London.</p> <p>For this role, our expectation is that you will come to London 1 day each week for team, project or stakeholder meetings. You may also find it useful to visit member hospices. You can work remotely for the rest of the time. Equally, you may prefer to work from the office full-time.</p>
Closing date for CV & supporting statement	Midnight on Sunday 11 January 2026
Interview date/s	Monday 19 to Wednesday 21 January 2026 Interviews will be online via Microsoft Teams
Contact for Questions	<p>About the process: recruitment@hospiceuk.org</p> <p>About the role: p.grace@hospiceuk.org</p>

You can read lots more about what it's like to work at Hospice UK on our website in the [About Us section](#) and on [YouTube channel](#)).

What you'll be a part of at Hospice UK

Hospice UK fights for hospice care for all who need it, for now and forever. Our mission is to promote and protect hospice care for all who need it, for now and forever.

As the national champion for hospices, we fight to make sure hospice care is there for everyone, from every background. We fight to make sure hospices are able to deliver the best, most personalised care. We fight to make sure hospices can thrive – today and into the future.

We represent the community of more than 200 hospices across the UK. They do everything they can for children and adults living with long-term illness or

approaching the end of their lives. So, we do everything we can to support hospices' incredible, invaluable work.

"As well as the open door policy I have with my line manager, Hospice UK also gives the opportunity for your voice to be heard."

Millie

Hospice UK's Office Manager

Our [ambitious five-year strategy for 2024-2029](#) is the blueprint for how we can achieve the transformation that is needed and sets out the following three strategic priorities:

- **To improve equity of access:** we will work so people get the end of life care they need, and support hospices to reach those we know are missing out.
- **To enhance quality care:** we will support hospices to deliver individualised quality care amid rapidly changing demands.
- **To achieve sustainability:** we will fight for hospice services, making sure they are well-funded, governed and well-staffed long into the future.

We will only achieve these as a community, by being an outstanding organisation, and a great fundraising organisation.

Our values

We value working in collaboration and with compassion, we are inclusive, innovative and knowledgeable.

About the team

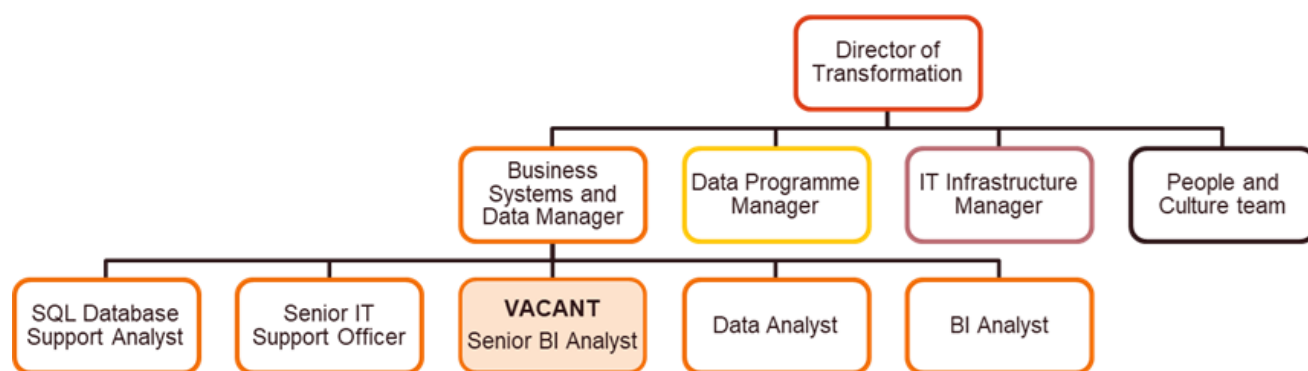


Your Team

You will be joining the ICT and Data team, which works alongside the People and Culture team in our Transformation directorate led by Steve Thorlby-Coy.

There are 8 colleagues in the ICT and Data team. They enable Hospice UK's vision, mission and strategic priorities by providing technology and data solutions that helps us all to work efficiently and effectively. They collaborate with teams across Hospice UK to improve the services that we provide to the hospice sector, members of the public and others.

You will be joining an in-house ICT and Data team of 8 people.



"I've been at Hospice UK for 4 years and I love working here. It's an incredible organisation to work for, that truly looks after the wellbeing of the whole team. Our approach to flexible working is brilliant, giving people the autonomy to make the decision on what mix of working from home and the office works best for them. I'd definitely recommend working here and look forward to welcoming you to the team."

Paul H

Corporate Development Manager (Compassionate Employers)

Your manager

Your line manager will be Phil Grace, Hospice UK's Business Systems and Data Manager. Phil is a passionate and experienced technology professional, specialising in charity business systems. Phil joined Hospice UK in 2022, bringing with him a wealth of experience from the private, public and non-profit sectors.

<https://www.linkedin.com/in/phil-grace/>

Other teams

No team is an island and none of us are as effective without each other's support. To find out more about the other teams at Hospice UK and get an idea about the size of the organisation, please see the appendix at the end of this document.

Your Key Relationships

You'll work with all colleagues across Hospice UK as we all have specialisms to share with one another. You'll also work closely with people outside of Hospice UK. This will include people working in local hospices across the country, suppliers of products and services, and other organisations.

The most important working relationships within Hospice UK, outside your immediate team, will be:

Data Steering Group

Senior leadership and management colleagues come together to oversee our critical data projects, acting as the programme board. You will provide technical advice and guidance to this group where required.

Programmes team

This team help to determine what data is useful for the sector and the wider healthcare system. They will help you to work with member organisations and understand the context of the data we collect and present back. This will include supporting you to engage with a representative group from member hospices who will act as senior users and engage with testing and quality assurance. You will also work with the Programmes team to align data projects with other programmes.

Heads of department

You will work closely with our Heads to ensure projects involving their departments are delivering their needs. You'll gather requirements, contribute to process reviews and produce reporting and data solutions that meet their needs. You'll work with the Head of People and Culture to make sure any training or internal communication needs are aligned with our organisation wide plans.

About the job



Job Description

The Senior BI Analyst role will evolve over time as technology changes and our plans are delivered. In the short term, your focus will be delivering the Data Strategy, particularly two areas:

- Overseeing the introduction of a new member data collection portal being developed by a third-party organisation.
- Developing, deploying and improving our internal performance reporting and hospice sector reporting using Power BI and related Microsoft tools.

Key tasks and responsibilities

- **Data management:**
 - Collecting, organising, storing, and analysing data to ensure it is accurate, complete, and reliable.
 - Developing plans, policies and practices related to data classification, storage, security, quality, sharing, availability, retrieval, retention and publishing.
 - Within Hospice UK the main data sources are our CRM, Website CMS, Finance and HR systems. We also use bespoke data capture forms and databases for specific purposes.
 - For our hospice sector data work, there are multiple data sources, some of which are bespoke databases within Hospice UK's systems, whereas others are external including publicly available.
- **Reporting and analysis:**
 - Work with senior leaders, operational colleagues, and external stakeholders (hospices) to understand their reporting needs, providing advice and guidance on appropriate solutions.
 - Design, develop and maintain reports and dashboards that provide insights and aid decision making. Power BI will be your default tool, but you'll also be able to work with Excel and our business systems (CRM, Finance, Grants Management, HR etc.) Automation will be important for regular reporting tasks.
 - Manage developments and changes in a structured manner, ensuring effective testing and verification, including user testing, before deployment.

- Use data visualisation tools and other analysis techniques to identify trends, patterns, and insights that can inform decisions.
- Work with others to ensure data quality is maintained and improved.
- **Stakeholder engagement:**
 - Build relationships with stakeholders internally within Hospice UK and externally across the hospice sector, including senior leaders, operational colleagues, and external partners.
 - Provide expert knowledge and support end users when appropriate, liaising with internal colleagues or third-party support providers as needed.
 - Guide, support and provide technical leadership to your ICT and Data team colleagues, particularly the Data Analyst and Database Support Analyst.
 - Contribute to a high performing and collaborative ICT and Data team and the wider Hospice UK team.
- **Continuous improvement:**
 - Continuously improve the charity's data management and analysis capabilities.
 - Monitor industry trends and best practices to identify areas where Hospice UK could improve.
 - Maintain and improve your own skills and knowledge by undertaking training and development, and encourage colleagues in their development.
 - Undertake duties and/or hours of work as may be reasonably required, and which are consistent with the general level of responsibility of the job e.g. scheduling intense data transfers at times to minimise disruption to end users.
 - Maintain confidentiality and security regarding personal or organisational data.

This role is not exhaustive and is subject to review in conjunction with the post holder and according to future changes and developments in the service.

Person specification

Essential knowledge, skills, abilities and experience:

- Passionate about data, its visualisation and using it to improve decision making and operational processes.
- Able to work in line with our values: collaboration, compassion, inclusive, innovative and knowledgeable.
- Self-motivated, able to work alone, and collaborate with others in the ICT team and across the organisation.
- Able to align reporting and analytic solutions to business needs.
- Organised and able to prioritise to meet deadlines.
- Good communicator at all levels of the organisation. Able to convey technical information to non-technical colleagues.
- Able to work collaboratively and maintain effective relationships internally and externally.
- Pragmatic problem solver.
- Flexible in relation to working hours, duties and arrangements, focusing on outcomes.
- Relevant qualification or knowledge gained through experience.
- Understanding of data management best practices including data quality.
- Working with colleagues across an organisation to ensure that their reporting needs are understood and delivered.
- Experience of providing datasets, reporting and visualisations for different business purposes.
- Contributing to system change projects to ensure reporting and data management requirements are considered e.g. new system implementations, major upgrades.
- Hands-on experience of data extraction and reporting using Microsoft technologies i.e. Power BI, Power Automate and Excel.
- Knowledge and understanding of data protection legislation and best practice.

Desirable knowledge, skills, abilities and experience

- Experience with Microsoft SQL Server, MS Azure hosting, Azure SQL and data warehousing would be a bonus

- Good understanding of best practices in terms of ICT service management and operations (ITIL) and application lifecycle management (ALM)
- Providing end-user training, guidance, or documentation.
- Managing and maintaining charity sector CRM, Finance, and HR applications, especially Access Group software.

Terms & Conditions



Contract	Permanent
Salary	£50,000 per annum
Probation period	Six months
Notice period	Two months
Work Pattern	Full time, 35 hours per week. We are passionate believers in working in a hybrid manner that suits you. See the appendix at the end of this document for more details.
Pension	You will be auto enrolled into our pension scheme which is at 4%. Further contributions can be made to the scheme and Hospice UK will match contributions of up to 7% of your gross salary.
Life Assurance	Is provided upon start date at three times salary, subject to acceptance by our insurers
Simplyhealth Scheme	A cash plan scheme, which provides payments towards everyday healthcare treatments for example dental, optical etc. up to a policy limit. An Employee Assistance Programme is also provided within this scheme. All employees will be covered under level three of the scheme.
Cycle to work scheme	Loaning of a cycle via a salary sacrifice scheme.
Season ticket loan	An interest free loan is available after the completion of probation.
Holiday	25 days in the first year, increasing to 27.5 days in the second year of service and 30 days in the third. <note this will be pro rata if the role is part-time> The leave year runs from 1 January to 31 December.
Location	The post holder will be contractually based at Hospice House, Britannia Street, London, WC1X 9JG. This role is eligible for the Hospice UK Hybrid Working Arrangement from the start of employment. Our office is close to King's Cross station in London. For this role, our expectation is that you will come to London 1 day each week for team, project or stakeholder meetings. You may also find it useful to visit member hospices. You can work remotely for the rest of the time. Equally, you may prefer to work from the office full-time.

About Hospice UK



Hybrid working at Hospice UK

At Hospice UK we have been hybrid working for a long time and believe that it's important to let individuals work in a way that makes sense for them. Everyone is different and we have colleagues who love being in the office with everything that brings as well as having whole teams based in all corners of the country.

We recognise that you are an individual and you have a way of working that is best for you. We'll always do our best to accommodate that.

We believe:

It's based on trust. We trust you to choose the best times and places to match the work you do, your personal preferences and to balance this with your own needs and the needs of your team.

- Work is an activity and not a destination. Work is not simply desks in an office that people are required to be at from 9 to 5, a few days a week.
- Community, collaboration and connection are part of who we are at Hospice UK, and we know they are important for your wellbeing. We will continue to provide safe office spaces for you to collaborate and connect with each other.
- Hospice UK recognises that physical presence does not equal great performance. Your performance will be evaluated on the impact you have and the outcomes you deliver, not solely on being at the office all the time.
- We know that there might be times when, even if you'll generally be working remotely, that you feel that being on site is crucial, such as when you first start working at Hospice UK or have started a new role.
- Hybrid working is open to everyone who has a suitable role regardless of how long they have worked for Hospice UK.

Working hours and keeping in touch

We want to empower you to flex the times you work so you can balance your home life around the needs of your role. We trust you to manage your own time and make sure you do the hours you are contracted to do. However, there are some important things we would like you to be aware of:

- We may ask you (with enough notice) to be available at certain times to meet the needs of the charity, and to physically be in the office to collaborate or attend training.

- If you choose to work early or late, perhaps during unsociable hours, please be courteous and respectful to your colleagues. We don't normally expect our people to respond to emails or calls during unsociable hours, nor should you.

Hybrid working should not be used as a way of carrying on working when you are sick, often called 'presenteeism.' If you are ill, then you need to take time off.

We're proud to be a Gold Standard Compassionate Employer

This means we go beyond policy to truly support our people through life's toughest moments, like bereavement, caring responsibilities, and serious illness. We offer enhanced leave, trained managers, peer support, and access to wellbeing resources. Compassion is embedded in how we work, lead, and care for each other, every day.

About our teams

Every single person at Hospice UK is a vital part of making our amazing organisation function. None of us can do it alone.

As time goes on, you'll find out more about what colleagues in other departments do, but for now, here's an overview of the individual teams and how, with you, they help Hospice UK change the world.

External Affairs

This team brings together our communications and campaigns work, our policy, advocacy and influencing work, and our membership engagement function.

Our job as a department is to be the bold national voice of the hospice sector, representing its interests, campaigning and lobbying on its behalf, and improving public understanding of what hospices do and just how important they are.

We're here to make sure as many people as possible, from all walks of life, can access high quality end of life care – no matter who they are, where they are, or why they are ill.

Working closely with our 200+ hospice members, we have a strong track record of winning campaigns on their behalf, most notably in recent years by securing close to £400m in emergency support for the hospice sector during the Covid-19 pandemic.

Our focus now is ensuring that hospices can meet ever increasing demand for their services, with well-funded and well-staffed hospices across the UK.

Programmes

This team brings together the projects and networks we deliver with and on behalf of our 200+ members, and our health, charity and academic partners. Our projects aim to increase the reach of hospice care to underserved communities. Our networks bring together colleagues and experts in many different roles to share and learn from each other.

We run conferences and webinars, including our flagship annual national conference. And we work with hospice leaders to tackle together some of the key issues impacting funding, workforce and service delivery across the four nations of the UK.

Our work is often overseen by clinicians and underpinned by the national evidence we analyse and the data we collect from hospices.

Income Generation and Grants

The Income Generation team raises money for Hospice UK through events, major donors, trusts, individual giving, legacies and corporate partnerships.

The Grants team secures funding from grant-making organisations and then distributes it to hospices via managed grants programmes.

The department is made up of five teams:

- Events and Supporter Engagement
- Philanthropy
- Corporate Development
- Compassionate Employers
- Grants.

These teams all work alongside one another to maximise income for Hospice UK and support for local hospices through a variety of activities, campaigns and partnerships.

Our aim is to create sustainable, diverse income streams to enable Hospice UK and local hospices to continue to develop and thrive.

Operations and Transformation

Operations and Transformation teams enable Hospice UK to be an outstanding organisation, supporting and enabling the whole charity to achieve its objectives by providing resources and modern ways of working. We ensure that the best and most skilled staff can contribute to us being a great membership body. Hospice UK needs to be a super place to work to attract diverse talent and we are determined to foster a positive culture and employee experience.

The **Operations team** is made up of our internal support teams:

- **Finance** manages all the income and outgoings for the organisation, ensuring that we use the funds we receive from our supporters in a way that will give the most benefit.
- **Facilities** lead on ensuring that our office and wider means of working are running smoothly and allowing all our colleagues to have a welcoming, functional and enjoyable place to visit.
- **Regulatory and Contracts Manager** - not an employee but works closely with the operations team, and in particular ensures any contracts or agreements we enter into with external organisations are fit for purpose.

The **Transformation team** works together to make Hospice UK a super place to work by providing a great colleague experience and continually improving our processes.

- **People and Culture** work to look after the people at Hospice UK from ensuring that new colleagues have everything they need (including managing the induction programme and creation of this document). They work with managers to recruit new colleagues and provide a comprehensive learning and development offer to help every colleague perform at their best. They help us to focus on the wellbeing of everyone at Hospice UK.
- **ICT and Data** provides the technology and data that helps us all to work efficiently and effectively from anywhere. They collaborate with all teams to improve our processes so that we can deliver excellent services to the hospice sector, members of the public and others.