Job Description

Job Title:	Data Analyst
Department:	UWaterloo Life, Associate Provost, Students Office
Reports To:	Manager, Student Insights and Communications
Jobs Reporting:	None
Salary Grade:	USG 9
Effective Date:	November 2024

Primary Purpose

Within Associate Provost, Students (APS) portfolio, the Business Analyst supports the design, creation and implementation of analysis tools, and reporting systems to support decision-making. The Analyst ensures that student experience and wellness data is analyzed, organized and presented in an understandable and digestible way through automated dashboards and data visualization strategies.

The Data Analyst plays a critical role in obtaining the information and data that underlie and inform the evidence-based planning of strategies, as well as developing guidelines and protocol for both the APS portfolio and Campus Wellness (CW). The information gathered from research and evaluation will help the Analyst inform decision making, strategic planning, messaging and budget related planning that improves services and programs across the portfolio.

Key Accountabilities

Data acquisition, analysis and reporting

- Supports strategy for staff and management across the APS portfolio in the development of appropriate and timely data gathering methods, analysis and use of the results to support continuous student experience improvements.
- Supports the creation and implementation of the student experience data dashboard initiative across the APS portfolio, providing consultation and guidance for data leads within the units.
- Analyzes current APS data collection systems and evaluation processes to identify trends and opportunities for streamlining.
- Investigates new data analysis tools, systems and practices and makes recommendations for enhancing processes.
- Maintains awareness of, analyzes, and understands all types of APS data, including but not limited to key performance indicators, student satisfaction surveys, and EMR data; determines any applications and implications pertinent to Campus Wellness strategies; and educates the appropriate staff accordingly.
- Collaborates with IAP, IST, and other departments to further analyze data sets from Campus Wellness and the University, and develop complementary inquiries that focus on specific needs and services.
- Determines and recommends any specific, measurable, actionable and realistic metrics that can be employed as indicators of success of strategic plans.
- Manages, and conducts ongoing, timely evaluation to determine the effectiveness of APS strategies.
- Works with large datasets to clean, merge, and format lists, examine relationships, inconsistencies, and find the story in the data.

- Prepares and delivers any required in-person presentations of research results.
- Manages all aspects of APS and CW participation in any large-scale surveys or research projects.
- Facilitates survey design and programming.
- Trains and supports staff with respect to the use of any data analysis tools.
- Analyzes current APS and CW data collection systems and evaluation processes to identify trends and opportunities for streamlining.
- Investigates new data analysis tools, systems and practices and makes recommendations for enhancing CW processes.
- Consult with IAP/IST and other departments on the design, implementation, testing and operation of any computer systems required for the collection, storage, reporting and analysis of data and trends related to student wellness.

Research trends, privacy and institutional knowledge

- Operates within University policies and exercises best practices for privacy and confidentiality and record and information management. Advises internal stakeholders on best practices for data and records management.
- Mitigates institutional risk by ensuring adherence to all data privacy and security measures when handling and sharing any University data.
- Maintains a clear understanding of the characteristics of current students including their preferences with respect to completing surveys, questionnaires, and other research instruments, so that they can translate this information into effective tactics for enhancing research strategies.
- Keeps current with respect to best practices in research and evaluation methodologies, as well as trends in communicating with students and influencers.

Collaborates, advises and consults

- Works closely with the entire CW team to ensure the cohesiveness, consistency and integration of research goals and plans with current strategies and messaging.
- Supports the APS and CW leadership teams on new or evolving research strategies, opportunities, and results as well as any analyses that may assist with decisions about priorities and long-range planning.
- Works with the APS portfolio data representatives to ensure the cohesiveness, consistency and integration of reporting goals and plans with current strategies and messaging.
- Communicates with technical and non-technical users to gather data and data system requirements, reporting requirements, consolidate and document technical data requirements, transform data into visualizations, and assist with project planning.
- Serves on committees and working groups, offering data and analytical expertise and fostering data information sharing and collaborative approaches on a variety of projects.
- Liaises with IST to facilitate Microsoft Power BI dashboard creation and maintenance across the APS portfolio.
- Advises and keeps CW teams informed about any plans, features and results of CW and/or other department or faculty-related studies and data that may affect student wellness.
- Shares research analysis, detailed reports and clear explanations with all interested and affected on-campus stakeholders.
- Consults with and advises CW team members with respect to design, administration and analysis of program evaluations, the results of which inform the development evaluation and each area's strategic plans.

Other

- Participates in APS events and in the administration of APS-wide responsibilities, and other such general and specific duties as may from time to time be determined.

**All employees of the University are expected to follow University and departmental health and safety policy, procedures and work practices at all times. Employees are also responsible for the completion of all health and safety training, as assigned. Employees with staff supervision and/or management responsibilities will ensure that assigned staff abide by the above, and actively identify, assess and correct health and safety hazards, as required.*

Required Qualifications

Education

- Research-based or other relevant masters or post-graduate degree with solid knowledge of social science research methods, both quantitative and qualitative; ability to use descriptive and inferential statistics to analyze data; and knowledge of various methodologies to gather data (surveys, interviews, focus groups, community forum, literature reviews, environmental scans; situational analysis, needs assessment, etc.)

Experience

- At least 3 years of experience in a data analysis and/or research role, preferably in an educational, setting.
- Strong educational and professional background in data management, statistical analysis, associated computer applications, program evaluation and related applied social research methods.

Knowledge/Skills/Abilities

- Knowledge of project management and related processes.
- Strong organizational skills coupled with the ability to handle multiple tasks, meet deadlines, and excel in a fast-paced environment characterized by changing priorities.
- Strong understanding of the assessment/evaluation process.
- Excellent communication skills: ability to converse articulately with university administrators and other campus stakeholders.
- Data management, manipulation, interpretation and analysis skills.
- Expertise in assessment/evaluation instrument design.
- Strong ability to understand, maintain and address data quality.
- Proven ability to deliver timely, accurate, comprehensible, professional-quality data analytical reports.
- Demonstrated leadership and guidance in using descriptive and inferential statistics in order to understand trends, patterns, and dependencies with respect to a variety of strategic issues.
- Knowledge of research-related post-secondary issues, in particular those related to student wellness and associated patterns and trends.
- Superior oral and written communication skills as demonstrated by success in engaging, understanding and supporting data users, including proven presentation and public-speaking abilities.
- Aptitude for presenting data analytics in an efficient, effective and easily understandable way to a wide variety of audiences and users and with the use of numerous reporting formats and web technologies.
- Demonstrated success in working and leading working groups and/or committees.
- Ability to build consensus, foster teamwork among a variety of stakeholders, and lead integrated project teams.
- Demonstrated ability to thrive in and contribute to an integrated and collaborative team environment and to apply a positive team approach to working with colleagues.
- Demonstrated experience working with large and complex data sets.
- Software requirements – advanced Microsoft Office, in particular Excel; SPSS, Microsoft Power BI Microsoft Teams.

Nature and Scope

- **Contacts:** Internally, communicates with all employees in all groups and departments and at all levels in order to execute and integrate a variety of research strategies and to educate and inform stakeholders about the results. Externally, communicates with a wide variety of audiences to deal with, influence, and motivate others to provide the research information that underlies the student experience strategies designed to achieve university strategic goals.
- **Level of Responsibility**: Project manages department and portfolio function or process; responsible for ensuring the availability of reliable research data relevant to the planning and reporting needs of APS stakeholders and for communicating easily comprehensible results that enable the development of grounded, integrated, evidence-based strategies to support the department's objectives.
- **Decision-Making Authority**: Influence on the use of data sets. The Analyst must make decisions independently, determine priorities, and will be constantly required to make discretionary judgements. May be required to provide advice and guidance to others within APS/CW units using knowledge of best practice and to ensure ongoing alignment with the larger campus community.
- **Physical and Sensory Demands**: Minimal demands typical of a position operating within an office environment; extensive periods of sitting and concentrated use of visual senses.
- **Working Environment:** Much of the time is spent sitting in a comfortable position in a private office. There is a frequent need to give close attention to various stimuli such as written material and information given verbally to students. There is a demand for attention to detail, thoroughness and accuracy. Evening and weekend work is sometimes required.