

# Position Description – Labour Market Information (LMI) Specialist (Employment Services)

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## Position Description

<b>Position title</b>	<b>Labour Market Information Specialist</b>
<b>Location</b>	Remote
<b>Reports to</b>	Director Service Design and Quality
<b>Travel requirements</b>	Within Canada, as needed

## Position purpose

The Labour Market Information (LMI) Specialist is responsible for the collection, research, analysis, and effective dissemination of labour market information, research, and policies internally and to WCG's external collaborators to support the organization's operational performance and growth.

## Success measures

<b>Customer/Community Collaborator Satisfaction</b>	<ul style="list-style-type: none"> <li>• Collaborates with WCG colleagues, partners and other external stakeholders</li> <li>• Consistently represents WCG in a professional manner</li> </ul>
<b>People &amp; Team Satisfaction</b>	<ul style="list-style-type: none"> <li>• Effective team building and support of WCG teams</li> <li>• Supports the WCG Strategy &amp; Growth Team, Operational Support teams and the Operations teams for all WCG programs</li> <li>• Ensures WCG collaborator's satisfaction with the information shared with them</li> </ul>
<b>Operational Performance</b>	<ul style="list-style-type: none"> <li>• Labour market information is effectively communicated to collaborators (internal and external)</li> <li>• Research provides insights and supports business decision making</li> <li>• Delivers presentations on findings as required through effective and efficient communication strategies</li> <li>• Listens to feedback provided from funder, service delivery staff and team members and act on areas for improvement</li> <li>• Performs ongoing research into the relevant labour market information and service delivery best practices</li> </ul>
<b>Program Outcomes</b>	<ul style="list-style-type: none"> <li>• Successful contribution to LMI, KPI, and Research projects – completed on time, with high quality deliverables</li> <li>• Support the ongoing capacity building of front line staff in using LMI in their work</li> <li>• Maintain up to date information on all of WCG's Catchment areas including quantitative and qualitative data sources as well as maps</li> </ul>

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## Core Responsibilities:

<b>Research and Labour Market Information</b>	<ul style="list-style-type: none"> <li>• Collect, understand, analyze and interpret labour market information on a national, provincial and community level that provides value to various internal and external stakeholders in our company (e.g., for operational performance, business development, marketing, and strategic planning)</li> <li>• Identify and keep current on activities, policies and key personnel connected to WCG's current and prospective funders/customers, including through media releases, social media and RSS Feeds</li> <li>• Perform environmental scans for industry and competitive analysis</li> <li>• Conducting desktop research to gather data, analyze and interpret patterns and trendsKeep current on newly available reports, best practices and trends related to WCG's Core Business lines on a provincial, national and global scope (e.g., OECD, BC Stats, Statistics Canada, and research organizations)</li> <li>• Support WCG business development department through the collection and analysis of LMI, including support with bid writing and bid review activities connected to LMI including but not limited to:             <ul style="list-style-type: none"> <li>○ Prepare and maintain up-to-date LMI Reports &amp; PPTs on Bid catchments for both supply and demand side – includes info on LM, economic trends population demographics, inclusion groups data, SP Network location &amp; client data, and catchment client volumes from multiple sources (Statistics Canada, Provincial data sources, local labour boards etc.)</li> <li>○ Prepare client volume data including by inclusion groups to support bid client volume proposals</li> <li>○ Prepare catchment specific maps using interactive mapping software (such as My Maps and QGIS) including drive-time/transportation calculations &amp; maps, SP current locations and service gaps, and broadband coverage</li> <li>○ Lead and participate in localization to meet Bid localization needs by catchment and/or community/neighbourhood level</li> <li>○ Conduct bid proposal reviews for localization and LMI accuracy at multiple draft review stages</li> </ul> </li> <li>• Work closely with the Employment Services, Contract Manager team to support in the evaluation of the Service Provider Network to support performance</li> <li>• Support the development of research projects (eg. WCG Employment Index) within WCG or with third party collaborators</li> <li>• Develop and consult on data collection and stakeholder surveys, ensuring protocols and survey mechanisms/tools meet industry standards/ethics.</li> <li>• Develop and/or assist on white papers, consultative reports and presentations for WCG stakeholders</li> <li>• Records management: organize and maintain the repositories of best practice research and labour market information ensuring data is up to date, adapted when new information is found and user friendly</li> </ul>
<b>Customer/ collaborator satisfaction</b>	<ul style="list-style-type: none"> <li>• Lead and participate in localization to meet Bid localization needs by catchment and/or community/neighbourhood level</li> <li>• Work closely with the Employment Services, Contract Manager team to support in the evaluation of the Service Provider Network to support performance</li> </ul>
<b>Reporting</b>	<ul style="list-style-type: none"> <li>• Disseminate industry knowledge and labour market information to WCG stakeholders through an effective and efficient communication strategy (including graphs, interactive maps, Resource Spotlight)</li> </ul>

	<ul style="list-style-type: none"> <li>• Maintain and regularly update WCG's Resource Library as well as summaries of best practices for serving specific Inclusion Groups. Report out on inclusion groups within catchments (e.g. population stats by community and neighbourhood)</li> <li>• Provide labour market information and data for funder/customer required Annual Business Plans and other reports, including social and economic profiles of delivery/catchment areas</li> </ul>
<i>Other duties as required, including going beyond the job description whenever necessary</i>	

## Capabilities and experience

- A bachelor's degree (Masters preferred) in social sciences, economics, business administration or in a related discipline and/or combination of equivalent relevant education and experience
- Minimum 5 years' experience compiling, analyzing and presenting labour market information and related data and reports
- Experience with developing, conducting, and analysis of surveys/questionnaires, including the use of survey tools that meet FOIPA requirements in Canada
- Experience with research projects preferably in the human services industry
- Experience with the operations and structure of government statistical databases (e.g. Statistics Canada's Census data )
- Experience organizing and collating data; analytical report writing skills
- Advanced to intermediate proficiency with Microsoft Office Suite, in particular Excel, Project, and PowerPoint, is essential
- Strong proficiency with PowerBI and experience with interactive mapping software (such as My Maps and QGIS) is preferred
- Aptitude at building custom data visuals (e.g. graphs, interactive maps) to showcase labour market information
- Strong interpersonal, communication, collaboration and facilitation skills to enable work with teams across WCG
- Strong written communication skills including ability to produce exceptional written content for a range of audiences within tight deadlines
- Ability to work in a fast-paced environment and adapt to constant change
- Ability to multi-task, meet deadlines and work independently
- Administrative support as required
- Must successfully pass a Criminal Record Check



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WCG is strengthened by diversity. We are committed to achieving a workplace that is equitable and representative of Canada's diverse population. We actively work to attract, develop, and retain employees from diverse and equity-deserving backgrounds who have exceptional ability and the desire to make a difference. We continuously strive to support individual needs and differences in a work environment that is built on inclusivity and respect for everyone.

WCG is committed to providing an accessible, barrier free recruitment and selection process. If contacted for an employment opportunity, please advise us if you require accommodation in advance of any part of the recruitment and selection process.

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