Position Description –
Data & Insights Specialist (Employment Services)

Position Description

Position title	Data & Insights Specialist
Location	Remote - Canada
Reports to	Data & Insights Manager
Travel requirements	Within Canada, as needed

Position purpose

The Data & Insights Specialist plays a critical role in enabling data-driven decision-making by managing the end-to-end lifecycle of data - from collection and engineering to analysis and reporting. This role supports the organization's strategic objectives by transforming raw data into meaningful insights, ensuring data integrity, and delivering clear, actionable recommendations that drive business performance.

Success measures

Customer/Community Collaborator Satisfaction	• Positive feedback from WCG partners on the relevance, accuracy, and usefulness of data insights and recommendations provided
	• Increased adoption and utilization of reports, dashboards, and visualizations by collaborators, indicating satisfaction with the clarity, accessibility, and value of data-driven insights
	• Regular engagement with WCG partners to gather feedback, address concerns, and incorporate suggestions for improvement into data solutions
Financial Performance	• Demonstrated return on investment (ROI) for data analysis projects through tangible improvements in revenue generation, cost reduction, or efficiency gains
	• Contribution to revenue growth initiatives through the identification of new business opportunities, optimization of pricing strategies, or enhancement of customer segmentation and targeting
	• Reduction in operational costs or resource allocation inefficiencies through data-driven optimization of processes, resource allocation, or supply chain management
Operational Performance	• Timely delivery of accurate, insightful, and actionable data insights and recommendations to support strategic decision-making, operational planning, and performance improvement initiatives
	• High data quality and integrity maintained throughout the data lifecycle, from data collection and preprocessing to analysis, interpretation, and reporting
	• Proactive identification and resolution of data-related issues, bottlenecks, or performance gaps to ensure the smooth functioning of data analysis projects and data-driven initiative

Core Responsibilities:

Data Collection and Preprocessing	• Collect, clean, and process data from diverse sources including databases, spreadsheets, APIs, and Microsoft Fabric-supported environments. • Design and manage Fabric Dataflows and Pipelines to automate data ingestion and transformation across cloud and on-premises systems. • Implement and maintain Lakehouse architecture in Fabric to support scalable, governed, and unified data storage and processing.
Data Analysis and Interpretation	• Analyze large datasets using statistical methods, machine learning models, and data mining techniques to uncover actionable insights. • Utilize Fabric Notebooks and Spark environments for advanced data exploration, modeling, and experimentation. • Translate business requirements into analytical tasks and conduct exploratory data analysis using Fabric-integrated tools.
Reporting & Visualization	• Develop and maintain interactive dashboards and reports using Power BI, integrated with Fabric's OneLake and Lakehouse for real-time analytics. • Create ad-hoc and scheduled reports leveraging Direct Lake mode and semantic models to support strategic decision-making. • Collaborate with stakeholders to ensure visualizations align with business goals and leverage Fabric's unified data foundation for consistency and governance.
Collaboration & Communication	• Collaborate with cross-functional teams to understand data requirements, define project objectives, and prioritize data analysis tasks. • Provides data-driven recommendations, insights, and actionable insights to WCG partners, to inform strategic initiatives and drive business performance
Continuous Improvement & Compliance	• Stay abreast of industry trends, best practices, and emerging technologies in data analysis, data visualization, and business intelligence, and recommend innovative solutions to enhance data capabilities and drive continuous improvement • Ensure compliance with data governance policies, security standards, and regulatory requirements in all data-related activities, including data collection, storage, and analysis
Other duties as required, including going beyond the job description whenever necessary	

Capabilities and experience

- Bachelor's degree in Data Science, Computer Science, Statistics, Mathematics, Information Systems, or related field; Master's degree preferred
- Minimum of 3-5 years of experience in analytics, data engineering, or BI development, with a strong focus on data visualization and reporting
- Hands-on experience with Microsoft Fabric, including Dataflows, Pipelines, Lakehouse, and Power BI integration.
- Proficiency in programming languages and data analysis techniques, including SQL, Python, Spark, R, or SAS, for effective data manipulation, statistical analysis, and visualization.
- Experience with data visualization tools such as Power BI, Tableau, Google Data Studio, or similar, for developing reports, dashboards, and interactive visualizations
- Strong analytical and problem-solving skills, with the ability to extract insights from complex datasets and communicate findings to non-technical partners

- Excellent communication and presentation skills, with the ability to effectively convey complex data insights in a clear and concise manner
- Ability to work independently and as part of a team, with a strong attention to detail and the ability to manage multiple projects and priorities simultaneously
- Proven ability to thrive in a fast-paced, dynamic environment, with a passion for continuous learning and professional development
- Experience working with cross-functional teams and collaborators to gather requirements, define objectives, and deliver actionable insights that drive business outcomes
- Must successfully pass a Criminal Record Check
- Bilingual in French and English considered an asset

| Integrity | Customer focus | Respect | Empathy | Achievement | Teamwork | Enthusiasm |

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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.