

POSITION DESCRIPTION



Senior Data Insights Analyst



POSITION DETAILS

Position Title	Senior Data Insights Analyst
Classification	HEW Level 8
Position Number	Multiple
School/Office	Data and Business Intelligence
Division	Operations

POSITION PURPOSE

The Senior Data Insights Analyst independently delivers high-quality, timely, and actionable analytics that support strategic and operational decision-making across the University. As a subject matter expert in data preparation, data visualisation, analysis, and storytelling, the role works closely with faculties, schools, College, Third Party Providers and divisions to understand their needs and deliver fit-for-purpose insights with minimal oversight. The position also plays a key mentoring role within the analytics team, promoting best practices in analysis, dashboard design, and self-service enablement.

KEY ACCOUNTABILITIES

- Develop and deliver advanced analytics and visualisations using tools such as Power BI, ensuring outputs are accurate, accessible, and aligned with stakeholder needs.
- Collaborate with stakeholders to understand requirements, translate them into technical specifications, and deliver fit-for-purpose insights.
- Apply rigorous data modelling, validation, and governance practices to all analytics outputs.
- Conduct thorough quality assurance reviews on analysis and dashboards, ensuring consistency with business definitions, methodologies, and visualisation standards.
- Support the design and delivery of executive-level reports and KPI monitoring tools.
- Provide statistical data to assist School/Units in their requests and annual planning and evaluation of performance including the development and application of performance measures and ranks to help enable the University to compare and manage the performance of its program offering.
- Support external reporting requirements, such as those for government agencies, Department of Education, TCSI, TEQSA, SSAF etc
- Develop and maintain a high level knowledge and expertise in Institutional Higher Education datasets such as UAC, QILT Indicators and Western Sydney University Institutional Surveys and

Rankings

- Identify and communicate trends, risks, and opportunities emerging from data analysis.
- Mentor and coach analysts, fostering capability development in analysis, dashboard design, QA processes, and data storytelling.
- Maintain documentation of methodologies, definitions, and business logic to ensure transparency and repeatability.

QUALIFICATIONS, EXPERIENCE AND SKILLS

1. Tertiary qualification or equivalent strong professional experience in Data Analytics, Statistics, Business Intelligence, or related discipline.
2. 5–7 years in analytics, reporting, or BI roles, including stakeholder engagement experience. Some mentoring/coaching of others is desirable.
3. Proficiency in Power BI or equivalent platforms, with strong data modelling and DAX skills.
4. Proficiency in data preparation tools or equivalent ETL platforms, including dataset creation, accuracy assurance, and inbuilt error trapping.
5. Ability to communicate analytical findings to a range of audiences, including non-technical stakeholders.
6. Strong problem-solving skills and the ability to manage multiple projects concurrently.

Desirable

- Experience working in a higher education or public sector environment.
- Experience contributing to institutional planning, performance, or transformation initiatives.
- Familiarity with SQL, Python, R, or other analytical tools.

KEY RELATIONSHIPS

This position reports to: Associate Director, Data Insights

This position supervises: No supervisory responsibilities

Key internal relationships:

- Data and Business Intelligence leadership
- Faculties, Schools, College, Third Party Providers, Offices and Divisions
- Strategic planning and Executive teams
- Information Technology & Digital Services

CHALLENGES

- Delivering high-quality analytics in a fast-paced, deadline-driven environment.
- Ensuring insights are both technically accurate and strategically relevant.
- Encouraging adoption of analytics outputs by diverse stakeholder groups.

UNIVERSITY EXPECTATIONS

The University expects that all employees are aware of, and comply with legislation and Western's policies and procedures relevant to the position, including but not limited to:

- Code of Conduct
- Work Health and Safety and Wellbeing Management System
- Enterprise Agreement or Award
- Anti-discrimination principles, Equal Employment Opportunity and staff and student equity.

Approved by: Office for People
Date: