

## **JOB OPPORTUNITY – ADMINISTRATIVE**

### **Senior Data Analyst, Enrolment**

**Competition #:** 1886

**Department:** Registrar

**Location:** Newnham Campus

**Position Type:** Full Time

**Start Date:** ASAP

**Posting Dates:** January 7, 2022 until filled

#### **Position Summary:**

Reporting to the Registrar, the Senior Data Analyst, Enrolment will support a cross-institutional approach to enrolment management at Seneca. The Senior Data Analyst, Enrolment is responsible for planning and projecting short, medium and long term enrolment targets and monitoring enrolment numbers to alert management on opportunities and/or concerns. In addition, the incumbent will analyze enrolment targets and outcomes, research competitors, market needs and industry trends related to program development, delivery and student support. Finally, the incumbent, will, benchmark student' success, and build student profiles which will inform recruitment and retention practices.

#### **Responsibilities:**

##### **Data Analysis**

- The development of consistent data quality metrics and the implementation of related data controls for institutional reporting, operational reporting and ministry/audit reporting.
- Provides written and statistical analysis of enrolment trends locally, nationally and internationally.
- Supports the development and implementation of program related retention reports and related feasibility of new program proposals, projects, and enrolment scenarios (including forecasting).
- Provides reports to the Registrar and Director of C-IDEA on research findings, including explanation of these analyses and recommendations for future dashboard displays.
- Supports other departments by gathering and interpreting enrolment related trends and reporting specific information on programs, market segmentation, applicant and student profiles and student demographics.
- Assists the Director of CIDEA and the Registrar, to identify data requirements for enrolment analysis, metric creation, and reporting on enrolment planning initiatives.
- Provides input on recommendations related to new programs based on post-secondary application and recruitment trends and labour market analytics.

## **Planning**

- In collaboration with the Associate Registrar of Enrolment, finalizes enrolment projections and forecasting for the annual budget.
- Provides input to the Enrolment Management Committee on institutional-wide enrolment planning.

## **Collaboration**

- Participates on internal and external reporting working groups related to enrolment management such as OCAS BI working group and the Seneca Enrolment Management Committee.
- Works with academic operation managers on faculty specific requests for data analysis and supports marketing and recruitment with local, national and international postsecondary and industry trends and current enrolment related analytics

## **Qualifications:**

### **Education**

- Completed four (4) year degree in Computer Science, Data Analytics, Statistics, Business or a closely related field.

### **Experience**

- Five (5) years statistical analysis and reporting experience, which includes experience with forecasting and advanced inferential modelling techniques.
- Experience with data visualization and metric creation.
- Experience working within the Registrar's Office is preferred.

### **Skills**

- Demonstrated skills in Microsoft Office, with advanced knowledge of Excel.
- Working knowledge of Tableau.
- Advanced working knowledge/competence in the use of integrated enterprise system data structures and data management software tools to perform comprehensive analytical data queries and reviews.
- Ability to resolve issues independently, with limited supervision by senior management
- Strong interpersonal and communication skills.
- Ability to explain complex forecasting and conversion analytics with various levels of staff throughout the institution across the diverse Seneca community.
- Demonstrated competencies in data visualization, report production and project management.

Seneca is committed to diversity and encourages applications from qualified candidates, especially Indigenous persons, members of sexual minority groups, visible minorities, women and persons with disabilities. If you require accommodation during any part of the recruitment process, please contact [jobs@senecacollege.ca](mailto:jobs@senecacollege.ca).

**To Apply:** Please submit your application online via [Seneca's Careers Page](#).

**We thank all applicants for their interest in this position, however, only those selected for an interview will be contacted.**