



JOB PROFILE FORM

1. JOB DETAILS

VERSION 1: 24/11/15

Title: **Senior Data Analytics Specialist**
 Team / Division / Group: **Data and Analytics / ICT Strategy & Portfolio / Service Futures**
 Current Incumbent/s:
 Reports to (Name / Title): **Data and Analytics Technical Lead**
 Person Completing Form: **Jagdeep Jogde**
 Date of Completion: **01 Oct 2025**

2. JOB INFORMATION

While this information can be retrieved from existing position descriptions, this is an excellent opportunity to review and refine this information (note: any changes to the intent of the job should be discussed with the person in the role).

Job Purpose

We are seeking a Senior Data Analytics Specialist with strong, hands-on expertise in Power BI and a deep understanding of Semantic Modelling patterns, DAX techniques & patterns, and visualization frameworks such as “3-30-300.” With these skills, you will transform complex datasets into trusted, actionable insights that drive smarter decision-making across the organization.

This role sits at the intersection of analytics, reporting, and both business and technical SME engagement. You’ll partner with stakeholders to understand requirements, craft meaningful narratives from data, and deliver dashboards that balance performance, usability, and professional storytelling.

In addition to reporting excellence, you will work closely with internal ELT and data engineering teams to ensure reporting solutions are underpinned by governed, high-quality, and scalable data pipelines. While Power BI is the core focus, familiarity with modern data platforms such as Azure Databricks will be highly regarded, enabling you to read and interpret code, understand transformations, and contribute to the continuous improvement of enterprise data solutions.

Responsibilities:

- Build and maintain a robust enterprise data warehouse and semantic models that support advanced analytics and self-service reporting.
- Translate complex business processes and requirements into functional specifications and data models that align with enterprise architecture and governance frameworks.
- Develop semantic models and measures with strong performance, usability, and security (including row-level security).
- Create impactful dashboards and data visualizations that deliver actionable insights to business stakeholders.
- Ensure all solutions comply with data governance, information management, and IT security policies, with full documentation using approved project methodology and templates.



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- Monitor and manage performance, optimization, and reliability of data pipelines, warehouse structures, and analytics interfaces.
- Support software patching, release management, and production deployments in accordance with enterprise change management policies.
- Design, develop, and optimize modern data pipelines and transformations using Azure Databricks (PySpark) to ensure scalable, high-quality data delivery.
- Provide advanced analytical support and escalation (Level 3) for business intelligence and data issues.
- Collaborate with DBAs and infrastructure teams to ensure availability, disaster recovery, and backup/restore processes are fit for purpose.
- Partner with process owners and business SMEs to deliver dashboards, metrics, and analytical solutions aligned with organizational strategy.
- Maintain strong relationships with internal and external stakeholders, ensuring effective resource utilization and continuous improvement of data and analytics services.
- Contribute to the training and upskilling of business users in BI tools, semantic models, and self-service analytics.
- Support and maintain the legacy Oracle OBIEE reporting platform, including developing, modifying, and troubleshooting reports, dashboards, and underlying data models as required.

WHAT ATTRIBUTES ARE REQUIRED TO UNDERTAKE THIS JOB?

3A. WHAT KEY SKILLS OR EXPERIENCES ARE REQUIRED TO COMPLETE THIS JOB?

Skill/ Experience	Level of Skill/ Experience	Years of Experience
	i.e. Basic / intermediate/ Advanced	
Power BI (semantic modelling, DAX, Power Query, visualization frameworks such as 3-30-300)	Advanced	8+ years
Building enterprise-grade, self-service dashboards and reports	Advanced	6+ years
Translating business requirements into data visualizations, data storytelling, and KPIs	Advanced	8+ years
Power BI performance tuning using Tabular Editor, DAX Studio, and ALM Toolkit	Advanced	5+ years
Optimizing and maintaining Power BI semantic models and datasets	Advanced	5+ years
SQL (for data extraction, transformation, and validation)	Intermediate	3+ years
Power BI dataflows and integration with Azure Databricks or similar cloud platforms	Advanced	3+ years

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Collaborating with data engineering, ELT, and technical teams to ensure consistent reporting standards and data quality	Intermediate	3+ years
Supporting and maintaining Oracle OBIEE reports and dashboards	Intermediate	2+ years
Delivering training and enablement sessions to improve BI tool literacy and reporting adoption	Advanced	2+ years
Managing operational reporting environments, monitoring refreshes, and maintaining report reliability	Advanced	3+ years
Engaging business stakeholders and SMEs to define KPIs, requirements, and deliver actionable insights	Advanced	6+ years

3B. WHAT DEVELOPMENT BUILDS THE CAPABILITY FOR THIS ROLE?

	Mandatory/ Highly Desirable/ Suggested?	Method of Training (e.g. certificate, ticket, observation, on-the-job etc....)	Renewal Required (Y/N/Unsure)	Renewal Frequency (e.g. Never, 1 year, 5 years etc....)
Qualifications / Certificates				
Bachelor's degree in computer science, Data Engineering, Information Systems , or a related technical discipline.	Mandatory			
Minimum 8+ years of experience in data engineering, analytics development, or enterprise data platforms.	Highly Desirable			
Proven expertise in Azure data ecosystem and Databricks	Highly Desirable			
Proven expertise in Power BI Semantic modelling and incorporating best practices	Highly Desirable	Microsoft Certified: Power BI Data Analyst Associate (Desirable)		

3C. WHAT ARE THE CRITICAL PERSONAL ATTRIBUTES REQUIRED FOR THIS JOB?

Personal Attributes <i>i.e., such as resilience, emotional intelligence</i>	• Analytical and detail-oriented, with a passion for turning complex data into meaningful insights and well-structured reports. • Strong communication and storytelling skills, with the ability to translate technical information into business-friendly insights and engage confidently with stakeholders at all levels. • Collaborative and team-oriented, comfortable working across data engineering, business, and technical teams to deliver integrated analytics solutions.
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	• Proactive and accountable, able to manage multiple priorities, take ownership of outcomes, and work independently with minimal supervision. • Adaptable and resilient, capable of thriving in a fast-paced environment while maintaining focus on quality, delivery, and continuous improvement. • Customer-focused and solution-driven, always seeking to add value through practical, data-informed recommendations and impactful visualizations. • Committed to excellence, continuously learning and staying up to date with evolving Power BI capabilities, data storytelling techniques, and analytics best practices. • Technically curious, with an interest in understanding how data pipelines, models, and code contribute to trusted reporting outcomes.
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3D. WHAT ARE THE KEY PHYSICAL, OR ENVIRONMENTAL REQUIREMENTS OF THE ROLE?

Key requirements <i>i.e. required to lift heavy boxes</i> <i>Note: some field-based roles will need to complete additional requirements for the role (Complete this form here)</i>	Hybrid working - meeting stakeholders, leaders and impacted teams at the Mitcham office and at other sites as directed (e.g. treatment plants or other external sites) to build a strong understanding of the YVW "business" and to develop effective relationships.
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4A. PRE-EMPLOYMENT REQUIREMENTS

If hiring someone into this position what attributes **MUST** the incumbent have? i.e. qualifications, licenses, previous experiences, etc....

Qualifications / Certificates	• Tertiary Qualifications in an IT related discipline Options Certifications: • Microsoft Certified: Power BI Data Analyst Associate (PL-300)
Licenses/Tickets	• N/A
Experience	Core Responsibilities: Reporting & Analytics • Develop, maintain, and optimize Power BI semantic models, DAX measures, and calculations with strong focus on performance, usability, and security (including row-level security). • Create professional, impactful dashboards and visualizations that transform complex data into clear insights.

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- Apply visualization best practices (e.g., 3-30-300 framework) and storytelling techniques to deliver insights that influence decisions.
- Optimize slow-performing semantic models to ensure efficient refresh cycles, query performance, and scalability.
- Use external PowerBI ecosystem tools such as Tabular Editor, DAX Studio, and ALM Toolkit to manage, tune, and maintain the reporting environment.
- Support and maintain the legacy Oracle OBIEE reporting platform, including developing, modifying, and troubleshooting reports, dashboards, and underlying data models as required.

Operational Support & Service Management

- Monitor and maintain the reporting and ETL landscape, ensuring datasets refresh successfully and reports remain operational.
- Manage the ServiceNow queue for incidents and service requests, meeting SLAs, resolving aged tickets, and keeping stakeholders informed.
- Provide Level 3 support and advanced troubleshooting for reporting, semantic models, and analytics issues.

Governance, Quality & Stakeholder Engagement

- Ensure all solutions comply with data governance, information management, and IT security policies, with complete documentation using approved methodologies.
- Build and maintain strong relationships with business and technical SMEs, ensuring positive engagement and adoption of reporting solutions.
- Partner with stakeholders to understand requirements, translate requirements into functional models, and deliver reporting aligned with business strategy.
- Contribute to the training and upskilling of business users in Power BI, semantic modelling, and self-service analytics.

Advanced / Bonus Responsibilities

- Collaborate with data engineers and ELT teams to ensure reporting solutions are supported by high-quality, governed, and scalable data pipelines.
- Understand and interpret underlying SQL, PySpark, or ELT code to validate data and troubleshoot issues.
- Design, develop, and optimize modern data pipelines and transformations using Azure Databricks (PySpark, DLT, Autoloader) or equivalent modern platforms.

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	• Work with DBAs and infrastructure teams to ensure availability, performance, disaster recovery, and backup/restore processes for analytics solutions. • Support software patching, release management, and production deployments in accordance with enterprise change management policies.
Other	• Ability to operate at a strategic & tactical level depending on business need • Capacity to set priorities & meet personal and team deadlines • Ability to use initiative & analytical approach to investigate problems & determine resolutions • Effectively manage conflicting demands of multiple tasks & deadlines through well-established time management skills • Use initiative & analytical approach to problem solving • Ability to manage stakeholders at a senior level through negotiation & influencing skills • Self-motivated & determined with the ability to work as part of a team • Ability to communicate effectively within a technical (IT) & business environment • Excellent stakeholder engagement & Communication skills

4B. POST-EMPLOYMENT TRAINING, CERTIFICATES OR INNOCULATIONS

Title	Mandatory? (Y/N)	Method of Training (eg. certificate, ticket, observe, on-the-job etc...)	Renewal Required (Y/N/Unsure)	Renewal Frequency (eg. Never, 1 year, 5 years etc...)
Net Present Value	Y	Internal Classroom	N	Never

5. JOB SPECIFIC REQUIREMENTS

- Implement innovative technology approaches for Business Intelligence, data warehouses and Analytics.
- Develop innovative customer solutions, focusing on customer value, data insights
- Assist process owners with the development & implementation of process dashboards & top down analytics
- Assist business owners and analysts in conceptualizing and validating Business Intelligence solutions that meet business requirements
- Manage the performance & releases of updates to the data warehouse
- Co-ordinate the delivery of analytics training for SME's
- Provide BAU assistance & support for SME's with report writing & analytics

6. RELATED JOBS

Role before (Name, Team, Division)	Data Analytics Specialist
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Role after (Name, Team, Division)	Analytics Technical Lead
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