



## Junior Data Analyst

<b>Responsible to</b>	<b>Data Analyst</b>
<b>Location</b>	<b>National Tennis Centre, 100 Priory Lane, Roehampton, London SW15 5JQ</b>
<b>Salary</b>	<b>Up to £30,000 dependent on skills and experience</b>

### About the role

This role is an exciting opportunity for an ambitious analyst to play a part in helping the LTA achieve its vision of 'tennis opened up', and through our work to make tennis relevant, accessible, welcoming and enjoyable, help us to ensure it is a sport that can be played by anyone, no matter their age, gender, background or ability.

Tennis is a sport that is woven into the fabric of the nation, and as the national governing body the LTA is at the heart of that – from inspiring and engaging the millions of passionate fans who follow leading British players and world class tournaments, through to supporting the grassroots of the sport which reach into local communities across Britain to help get the nation active and deliver amazing physical and mental health benefits to those involved.

The Junior Data Analyst will support the Insight Team and the wider Customer Strategy team to process, and analyse data required to generate actionable insight that will be used to maintain and develop strategies across the LTA's products & programmes, Advantage membership scheme, personalised marketing communications and content aimed at engaging tennis fans and players alike. Data for this analysis is accessible from within the newly created single customer view housed within Salesforce.

The role requires an analyst with a solid statistical background and understanding with proven experience of both relational and non-relational database technologies and associated query languages. It would also be expected for this role to support the team in audience definition and creation, statistical modelling, campaign evaluations, A/B testing & design, reporting and data visualisation.

In line with our values, we are looking for a talented and driven individual who can bring teamwork, passion, integrity and excellence to this role. If this is you, and you want to join our journey to open up tennis in Britain, then we look forward to receiving your application.

### Key Accountabilities

- Delivering ad hoc and on-going data analysis to support the delivery of actionable insight generation for Customer Strategy development leveraging the LTA's own 1<sup>st</sup> party data and other available data sources
- Lead on email campaign selections through Salesforce Tableau CRM to support the delivery of personalised 121 marketing communications that are used to engage and inform key audience groups including Advantage members, LTA major event ticket purchasers, coaches, venues and volunteers
- Support the Customer Strategy team in the identification of key target groups and personalisation opportunities amongst players and fans
- Lead the Customer Strategy team in carrying out experimental A/B testing design and hypothesis generation

- Advise and inform the definition of key KPIs and reporting
- Support on the evaluation of LTA products and programmes performance providing insight and supporting recommendations that look to nurture and increase engagement and drive development across the portfolio including LTA Youth and Padel
- Support the design and delivery of exploratory, deep dive insight aimed at answering broader business questions
- Champion the use and value of data driven insights throughout the business

## Person Specification

### Previous Experience of:

Data analysis experience with exposure to Salesforce Marketing module (Tableau CRM and Marketing Cloud)	Essential
Good working knowledge of database technologies including relational and non-relational databases and associated query languages (with proven SQL or SAQL skills).	Essential
A background in modelling, segmentation and statistical analysis, including the delivery of actionable insights	Essential
Experience of A/B or multivariate testing and statistical design.	Essential
Ability to tell compelling stories using data	Essential
Building strong relationships with key stakeholders	Essential
Tableau CRM/ Einstein Discovery design and development experience.	Desirable
Machine learning techniques and programming experience with Python or R.	Desirable

### Knowledge, Training & Qualifications:

Educated to degree level in Mathematics / Management /Business /Computer Science / Statistics / Economics / or similar numerate discipline.	Essential
'Salesforce Certified Tableau CRM and Einstein Discovery Consultant' and experience in other comparable business intelligence tools such as Tableau, Qlikview or Microsoft Power BI.	Desirable
Past experience of Salesforce, specifically Tableau CRM	Desirable

### Personal Attributes

Teamwork	<ul style="list-style-type: none"> <li>• Build effective relationships at all levels to influence and support others</li> <li>• Works effectively within the team to inspire, engage and motivate others</li> <li>• Communicates in a clear and compelling manner, adapting style to meet needs of the audience</li> </ul>
Integrity	<ul style="list-style-type: none"> <li>• Excellent problem solving and decision-making skills</li> <li>• Accuracy and attention to detail</li> <li>• Ability to work independently to meet challenging deadlines</li> </ul>
Passion	<ul style="list-style-type: none"> <li>• Passionate about the Vision and Mission of the LTA</li> <li>• Thinks creatively and with confidence</li> <li>• Maintain a positive mind set in the face of difficult or pressured situations</li> </ul>
Excellence	<ul style="list-style-type: none"> <li>• A strategic mindset, with a demonstrable understanding of how to achieve medium and long-term goals, alongside capitalising on short-term opportunities</li> <li>• Adaptable and highly organised, with the ability to multi-task and prioritise</li> <li>• Seek opportunities to innovate and improve ways of working</li> <li>• Undertakes appropriate professional development</li> <li>• Creativity in identifying solutions and solving problems</li> </ul>

**Please note the closing date for applications is 20<sup>th</sup> May 2021.**