

Junior Data Analyst

Responsible to	Head of Customer Insight and Data Strategy
Location	National Tennis Centre, 100 Priory Lane, Roehampton, London SW15 5JQ (with the requirement to work from the office a minimum of three days per week, including Mondays)
Salary	Competitive – will vary depending on experience

About the Role

Our vision is 'Tennis Opened Up', and our mission is to transform communities through tennis, focusing on three areas – making tennis welcoming, enjoyable and inspiring to everyone.

The Junior Data Analyst will support the Customer Insight Team and the wider Customer Strategy & Marketing 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 and programmes, Advantage membership scheme, personalised marketing communications and content aimed at engaging tennis fans and players alike.

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, reporting, and data visualisation.

Key Accountabilities

- Delivering ad hoc and on-going data analysis to support the delivery of actionable insight generation for Customer Strategy and marketing development leveraging the LTA's own 1st party data and other available data sources.
- Lead on email campaign selections using the Salesforce CRM Analytics suite 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.
- Build and maintenance of automated email journeys in Salesforce Marketing Cloud using SQL.
- Support the Customer Engagement team in the identification of key target groups and personalisation opportunities leveraging its own 1st party data.
- 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.
- Delivery of appropriate data visualisations (self-serve dashboards) when required.
- 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 relevant Salesforce modules namely CRM Analytics and Marketing Cloud or similar technology platforms.	<i>Desirable</i>
Good working knowledge of database technologies including relational and non-relational databases and associated query languages (with proven SQL or SAQL skills).	<i>Essential</i>
A background in modelling, segmentation, and statistical analysis.	<i>Essential</i>
Experience of implementing campaign testing and subsequent evaluations.	<i>Essential</i>
Ability to tell compelling stories using data.	<i>Essential</i>
Building strong relationships with key stakeholders.	<i>Essential</i>
Machine learning techniques and programming experience with Python or R.	<i>Desirable</i>

Knowledge, Training & Qualifications:

Educated to degree level in Mathematics / Management / Business / Computer Science / Statistics / Economics / or similar numerate discipline.	<i>Desirable</i>
Salesforce CRM Analytics accreditation.	<i>Desirable</i>
Experience in other comparable business intelligence tools such as Tableau, Qlikview or Microsoft Power BI.	<i>Desirable</i>

Personal Attributes:

Inclusion	<ul style="list-style-type: none"> • Create an environment where people feel safe and welcomed. • Value people's differences and believe they make us stronger. • Take the time to learn more about inclusion and remove any current or potential barriers.
Teamwork	<ul style="list-style-type: none"> • Able to work on own initiative and appreciate the high level of accountability. • A great leader and motivator of others. • A great communicator both internally & externally. • Always prepared to work collaboratively.
Integrity	<ul style="list-style-type: none"> • A high degree of emotional intelligence and self-awareness, with the ability to adapt style to meet the needs of the audience. • Will always suggest improvements to ways of working. • Will be comfortable challenging groups or individuals to ensure high levels of work. • Treats others as you wish to be treated.
Passion	<ul style="list-style-type: none"> • A genuine passion for people and good customer service ethic. • Highly proactive with a 'can-do' attitude • Hard working & driven to succeed and achieve our mission.
Excellence	<ul style="list-style-type: none"> • Always aims to achieve the best possible outcome. • Develops plans based on best practise and previous experience. • Seeks support from colleagues to improve outcomes. • Will be happy to take the more challenging route if it results in higher quality outputs.

Our Benefits

We are proud of the range of benefits we can provide:

- 25 days annual leave
- Annual award extra leave
- Pension
- Life assurance
- Reimbursement of eye tests
- Long service awards, plus monthly and annual colleague awards
- Private Medical & Health Insurance
- Free onsite gym & use of the Tennis & Padel courts
- Cycle to Work Scheme
- Enhanced maternity, paternity, adoption, and shared parental leave
- Free mental health first aider support
- Colleague ticket offer
- Annual Bonus Scheme
- Free parking & bike racks
- Retail discounts
- Training & Development
- Summer and Christmas party
- Electrical vehicle charging points
- 30% discounts in our café
- Social activities including Tennis Tuesdays, Padel Wednesdays, Football Thursdays, all colleague days, cycling club, running club etc.

Our Culture

The LTA, through its vision 'Tennis Opened Up', is committed to creating a diverse environment where all colleagues feel included and a strong sense of belonging. We are proud to actively invite applications from all candidates who meet the essential criteria and can work in the UK. We commit that everyone will receive equal consideration for employment irrespective of your ethnicity, religion, sex, gender reassignment, sexual orientation, age, any disability, marital or civil partnership status, and pregnancy or maternity status.

We particularly welcome applications from:

- *People from ethnically diverse communities*
- *Deaf and disabled people*
- *Members of the LGBTQ+ community*
- *People with lived experience of the UK's many and varied communities*

The LTA Tennis Foundation is a new tennis charity that partners with brilliant people and organisations to improve lives through tennis. It shares the LTA's vision of 'Tennis Opened Up', and it wants to use our sport to make a real difference to people across the whole country. All LTA colleagues have the chance to get involved with the LTA TF, with some directly involved in delivering and leading its work.

To truly deliver our vision of 'Tennis Opened Up', we believe it is critical that the LTA plays our part in contributing to a healthier and more sustainable society. We want to grow tennis in Britain, but do so in a responsible way, protecting and supporting the environment and working with everyone in the sport to tackle our climate impacts. We are committed to ensuring a lasting future for tennis in Britain, and our Environmental Sustainability Plan sets out how we will do this.

Find out more here:

- [Life at the LTA](#)
- www.lta.org.uk/sustainability