

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 role requires an experienced data analyst with established analytical capabilities as well as proven leadership qualities. This individual will lead on delivering actionable customer insights from 1st party data housed within the LTA's central database.

They will also consult and support teams across the LTA, including but not restricted to, Customer Strategy & Marketing, Tennis Development, Ticketing & Major Events to help generate, illustrate, deliver and champion data insights that will be used to grow tennis participation across the country.

Key Accountabilities

- Lead on and own the design, delivery, and democratisation of strategic analysis projects and resulting insights that are required to deliver against the LTAs core business objectives, bringing new people into tennis and increasing participation.
- Day-to-day maintenance of specific underlying data flows (transformations), extensions and datasets within Salesforce CRM Analytics.
- Lead on the application of predictive statistical models or machine learning techniques to forecast future trends or business outcomes.
- Delivery of appropriate data visualisations (self-serve dashboards) when required.
- Responsible for the definition and adoption of analytical best practices primarily within the Customer Strategy and Marketing team but also an advocate for the LTA as a whole.
- Proactively identifying opportunities and delivering enhancements to the current analytical capabilities and outputs (specifically within Salesforce CRM Analytics).
- Build and maintain working relationships with stakeholders and where necessary suppliers.

Person Specification

Previous Experience of:

Significant data analysis experience ideally with exposure to the Salesforce Marketing modules CRM Analytics and Marketing cloud or similar technology platforms.	<i>Essential</i>
Extensive experience in an omnichannel marketing environment working with complex data.	<i>Essential</i>
Demonstrable experience of steering, design, and delivery of data analytics projects and strategy.	<i>Essential</i>
Excellent working knowledge of database technologies including relational and non-relational databases and associated query languages (with proven SQL or SAQL skills).	<i>Essential</i>
Proven experience of gathering and scoping requirements for a variety of analytical projects.	<i>Essential</i>
Proven experience of predictive modelling, segmentation, and statistical analysis techniques.	<i>Essential</i>
Building and managing strong relationships with key stakeholders.	<i>Essential</i>
Working knowledge and application of machine learning techniques.	<i>Essential</i>

Knowledge, Training & Qualifications:

Strong grounding in statistics and programming with SQL, Python or R is essential.	<i>Essential</i>
Educated to degree level in a numerate subject; Mathematics, Statistics, Engineering, Physics, Chemistry, Economics, Machine Learning, Computer Science etc.	<i>Desirable</i>
Experience in other comparable business intelligence tools such as Tableau, Qlikview or Microsoft Power BI.	<i>Essential</i>
Salesforce CRM Analytics certification.	<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
- Free tea and coffee provided daily
- Electrical vehicle charging points
- Staff lockers
- 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