

Analytics Executive – Digital Media Premier League Vacancy

Contract type: Fixed term, 18-month contract, full-time
Reports to: Data & Analytics Manager
Location: Premier League Offices, Paddington, W2 1HQ

Overview

The Premier League's Digital Media team is seeking an Analytics Executive to meet the growing demand for data insights from the league's digital platforms.

The Premier League's digital media channels play a crucial role in expanding the global reach of our competition, increasing engagement among football fans, and supporting our member Clubs, broadcast licensees and commercial partners.

The ideal candidate should have a background in data or data analytics, along with a strong work ethic, a sense of responsibility, a positive attitude, and acute attention to detail.

Who we are

The Premier League is home to some of the most competitive and compelling football in the world. The League and its Clubs use the power and popularity of the competition to inspire fans, communities and partners in the UK and across the world. The Premier League brings people together from all backgrounds. It is a competition for everyone, everywhere and is available to watch in over 880 million homes in 188 countries.

We have a wide variety of responsibilities. These include organising the competition and its Handbook as well as managing the centralised broadcast and commercial rights. The work we do in conjunction with the Clubs also goes far beyond the 90 minutes. We support and provide a framework for youth development, we protect the organisation's intellectual property, support the wider game and community programmes, undertake international development work and liaise with governing bodies and other leagues.

The Premier League is an equal opportunities employer and strives to create an inclusive culture where talent can flourish. We believe in the potential of everyone and open our doors to those who share those values. All appointments will be made based on merit; however, we particularly encourage applications from women, people from minority ethnic communities, LGBTQ+ people and disabled people.

Our hybrid-working model also allows you some variety on your place of work, offering you the chance to work from home on some days each week. Where possible, you will attend the office or site visits in line with our company policy. All staff liaise closely with their line manager to manage their time appropriately and according to their work and team requirements.

The role

This exciting new role will be an important addition to the Digital Product & Marketing team, which oversees all Premier League digital media products, including Fantasy Premier League, and the Premier League's first-party database.

Key responsibilities include:

- Collaborating with the Data & Analytics Manager to compile datasets, contributing to the cleansing, streamlining, and organization of business intelligence and data analytics solutions.

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- Maintaining weekly, monthly, and ad-hoc operational reports to support commercial and digital objectives.
- Analysing acquisition and engagement data on the Premier League’s digital platforms and key channel conversions.
- Supporting the analysis of digital campaigns and engagement across the Premier League’s key digital channels.
- Using analysis and insights to develop the organization’s social reach and impact for existing and new audiences.
- Supporting the growth of the Premier League’s first-party data.
- Delivering insights and reporting to support commercial partnerships, including post-campaign reporting.
- Championing the use and value of data-informed insights throughout the business.

Requirements for the role

- Experience with Google Analytics (GA4) or similar
- Affinity for data and data analytics.
- Experience creating custom reports and dashboards using data visualization tools like Looker Studio or similar applications.
- Previous experience utilizing Business Intelligence (BI) software such as QlikView, Tableau, or Power BI.
- Proficiency in MS Excel and PowerPoint.
- Possesses a keen eye for detail and maintains a methodical mindset.
- Demonstrates excellent organisational skills, coupled with a strong commitment to teamwork.
- Ability to thrive in a high-pressure environment, meeting tight deadlines.
- Capable of working both independently and collaboratively, effectively managing timelines.
- Displays enthusiasm and self-motivation.

Our commitment to safeguarding includes implementing robust safer recruitment procedures to assess the suitability of individuals applying for roles that involve work with children and adults who are or may be at risk of harm.

To apply please visit our [careers page](#) and apply with your CV and a cover letter. The closing date for applications is Friday 24 May 2024.

We will remove barriers that prospective candidates might face at any stage of our recruitment process. If you have a disability and would like the advert in an alternative format, or would like to talk about how we can adjust the interview process to best support you, please contact recruitment@premierleague.com