



JOB SEARCH POSITION DESCRIPTION

Client: Future Employment Opportunity
Title: Business Analyst—CRM and Database Operations
Reports To: Ticketing and Marketing Departments
Search Contact: Turnkey Search
Process: Apply @ www.turnkeyse.com

BACKGROUND:

Turnkey Sports & Entertainment is seeking qualified individuals for future employment opportunities in the professional sports industry within the Business Analyst function. Applicants will be considered for potential placement within a sports organization. Qualified candidates will have previous experience managing Microsoft CRM database systems, Archtics software, and Salesforce.com.

Any interested candidates should contact Turnkey Search directly.



SUMMARY:

This position is first and foremost an analyst position. The business analyst will be responsible for the evaluation and implementation of a broad range of strategic IT initiatives. The analyst will provide quantitative analysis and data-driven insights on subjects including: pricing decisions, customer lead scoring, attendance forecasting, market segmentation, sponsorship evaluation, email marketing, and customer retention.

JOB DESCRIPTION / REQUIREMENTS

The following constitutes a preliminary list of the primary essential functions of this position. Please keep in mind, this description is not all inclusive and additional duties may be assigned as needed.

- Development and management of business analytics and projects including:
 - Inventory management, revenue maximizations, goal setting, retention analytics, and customer research studies
- Perform forecasting and trend analysis on team sales data
- Manage the CRM strategy and spearhead ways to utilize data to streamline various company processes and efforts
- Develop and assist team marketing and business operations functions to help:
 - Increase ticket sales, sponsorship revenue, and in-arena attendance
 - Improve team business strategies
 - Facilitate sponsorship activation
- Create ongoing time series team benchmark reports for ticket sales group
- Responsible for providing projected sales data to the sales management team:
 - Determine best lead sources
 - Project upcoming new sales to support sales representative group
- Assist with other projects, as assigned

QUALIFICATIONS

The requirements listed below are representative of the knowledge, skill, and/or ability required.

- Strong quantitative, financial and statistical modeling skills with the ability to translate findings to all levels of an organization
- Analytical, creative, effective problem-solving abilities
- Exceptional skills with implementation, integration, and execution of large databases, including:
 - Ticketmaster, Tickets.com, Vertix and other ticketing platforms
 - MS-CRM, SalesForce.com, Archtics and other CRM platforms
- Experience with SQL queries, and SPSS analytical software is a plus
- Proficiencies with Microsoft Office products, specifically Excel and PowerPoint
- Strong work ethic and a desire to build a career in professional sports