Job Title: Analyst

Department: Marketing

Location: TBD

Summary: The successful candidate will be involved in compiling analytics data for all properties at the WTA.

Essential Duties & Responsibilities:
- Weekly, monthly and annual reports for all digital properties, social entities and sponsor fulfillment as well as other analytics as needed.
- Predictive analysis of future trends and traffic growth.
- Website behaviour and customer experience analysis.
- Data consolidation and validation.
- Report and analyse sponsorship and ad-serving metrics.
- Other reporting including CRM and fan database analysis.

Education and Experience:
- Must have experience with standard analysis tools: Google Analytics, Omniture, ClickTracks, WebTrends, HBX, CoreMetrics, etc.
- Must have experience in advanced web analytics methodologies such as experimentation and testing, competitive analysis, surveys and market research.
- Must have strong Excel skills.
- Extremely organized and detail oriented, with a strong commitment to accuracy.
- Excellent interpersonal and communication skills, both written and oral.
- Enthusiastic team player who is positive, friendly, and flexible.
- BS/BA degree, Masters preferred.
- Minimum 5 years of relevant experience in digital support environment.
- Experience in the sports industry
- Someone with experience of working with a team of people across different time zones

Required Skills and Competencies:
- A deep knowledge of - and passion for tennis and the wider sports social industry landscape
- Graphic design skills
- Video editing skills
- Someone who is comfortable to make decisions in high pressure situations.
- A team player who must be comfortable working under their own initiative.
- Understanding and is passionate about social media
- High-level understanding of tennis
- Someone who understands the importance of tone of voice and organizational values – but also someone who isn’t afraid to test and learn.
• A creative, confident, passionate individual and who understands effective storytelling on social
• Work in a fast-paced environment across a truly global workforce
• Someone who is comfortable to make decisions in high pressure situations.
• Uphold WTA Core Values: Be Progressive, Collaborative, Passionate, and show Integrity. These core values set the tone in everything we do, help us succeed on and off the court, make a difference in the community and create a premier, compelling global sport entertainment experience. It is important that the person in the position commits themselves to these core values so that we can constantly move forward in the same direction – Together.

**Travel Requirements:**
May require domestic and international travel.

**Work Environment/Physical Demands:**
Work environment characteristics described here are representative of those that must be met by the employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Working Conditions**
The noise level in the work environment is usually quiet to moderate. The passage of employees through the work area is average and normal.

**Physical Demands**
The employee is required to sit for long periods; use close/distant vision; hear using the telephone; bend at the waist and knee; communicate verbally and electronically with worldwide constituency; use hands and fingers to operate a computer and telephone keyboard. Must be able to lift 50 lbs.

The WTA is an Equal Opportunity Employer.