



JOB POSTING

Title: Business Insights Analyst
Department: Business Analytics
Reports To: VP of Business Analytics

The Business Insights Analyst will manage the end-to-end research function for the Business Analytics Department. Responsibilities at a high-level will include the development and administration of custom research as well as the analysis and presentation of insights and findings to support business strategy. In addition to the quantitative work, this role will be responsible for steering and executing qualitative research in hosting and supporting focus groups as well as one-on-one interviews. The ideal candidate has experience in qualitative and quantitative research, can work well independently as well in a team setting, and can communicate information in a concise and actionable way for varying stakeholders. The Business Analytics Department is responsible for directing business initiatives using quantitative and qualitative analyses to deliver data-driven and predictive insights across a broad range of strategic and financial initiatives.

The Chicago Bears strive to advance our mission of winning championships by conducting ourselves with humility, integrity, and a strong work ethic. We want you to help us achieve our goals and to be part of the one of most storied franchises in all of sport. We offer our employees professional development, competitive salaries, excellent health and retirement benefits, and an environment where our talent and contributions are valued by the club and the community.

Responsibilities:

- Own the end-to-end consumer and brand research process from design to administration to analysis and presentation.
- Support internal sales and activation functions with custom research and syndicated market research data on the Bears brand, sponsor prospects, and in-depth analyses of the competitive landscape.
- Support the marketing function with on-going brand and fan tracking initiatives.
- Implement advanced surveying methodologies such as choice-based conjoint, MaxDiff and other choice analytics survey techniques.
- Present research findings and key data points to internal and external stakeholders.
- Manage paid third-party research vendors across asset valuation, content valuation, syndicated market research data, and prospecting functions.
- Manage third-party academic work with local university students.
- Build out a digital fan panel leveraging NFL resources on ChicagoBears.com; recruit and manage panelists.
- Set up and manage corporate KPIs and performance tracking specifically to support ROI, including media, digital and signage earned value.
- Assist with measurement of corporate customer value proposition metrics for both hospitality and brand amplification business lines (ROI goals.)
- Provide reporting on all channels and aide in campaign recaps for all relevant partnership assets
- Remain fully informed on market trends and implement best practices
- Work Bears gameday and other events to collect fan feedback
- Perform related duties as required

**Qualifications:**

- Degree in Psychology, Marketing, Statistics or related fields
- Bachelor's with at least 3-5 years of work experience or MS/MBA with at least 1-2 years of work experience
- Direct work experience in quantitative and qualitative research
- Able to analyze large sets of data and communicate findings effectively
- Experience with survey administration tools, syndicated market research tools
- Experience with analytical tools such as R, Python, and SAS
- Experience with Tableau, and graphic design skills would be a plus
- Technical experience with Microsoft Excel and PowerPoint
- Self-directed, motivated, and comfortable working in a fast-paced environment
- Strong verbal and written skills
- Able to work nontraditional hours in nontraditional settings including holidays, evenings, and weekends

This list of position functions is not all-inclusive and may be supplemented or modified.