



OKLAHOMA CITY THUNDER

Job Posting

Director, Business Analytics

Are you looking for a business analytics leadership role in an exciting and fun environment? We are seeking an expert business analytics leader to join our team as Director, Business Analytics for the Oklahoma City Thunder. You will lead a team of analysts responsible for strategy across all facets of the business side of an NBA team including revenue generating departments. You and your team will track, analyze and interpret trends in data and provide meaningful conclusions and recommendations to the executive leadership team and key partners in departments across the organization. You will provide key strategic insights and supporting data for existing initiatives as well as special projects, utilizing data driven recommendations to support growth, maximize revenue and feed engagement.

As the ideal candidate, you are a standout teammate! You are self-motivated and thrive in a fast-paced and innovative environment. You are someone who can convert data into meaningful presentations that can be easily consumed both internally and externally. We will rely on you for your technical skill as well as your ability to lead and motivate those around you.

Essential Duties and Responsibilities:

- Lead all aspects of a team in developing organizational reporting, analysis and segmentation strategy for all Thunder initiatives
- Collaborate with the Director, Ticket and Premium Sales to analyze, implement and improve ticketing revenues by optimizing lead identification opportunities, analyzing existing data to enhance ticket sales return on investment and assist in identifying key research opportunities
- Lead a team dedicated to working with Corporate Partnerships key stakeholders on building and maintaining strategy around partnership opportunities including lead identification, translating data into consumable insights, participating in brand and category brainstorms, and developing impactful partner proposals that will drive revenue
- Provide research and analytical data along with brand level data stories to better position the Thunder for new team partnerships
- Assist with yield optimization and inventory management strategy across all phases of the sales cycle
- Work closely with data warehouse provider (KORE) to ensure all data is aggregated appropriately, data quality standards are maintained, all ETL processes are monitored and reporting is accurate
- Oversee Microsoft Dynamics CRM functionality and development
- Improve data visualization via Tableau to provide executive management with clear and concise data that will help make critical business decisions
- Directly work with Thunder Leadership Council to develop and implement an analytics strategy to improve efficiency and enhance fan experience
- Drive ad-hoc exploratory project work on areas of business that have potential to become operationalized including retail, concessions, TV ratings, etc.
- Perform other duties as assigned

Qualifications & Requirements:

- Bachelor's degree or equivalent work or military experience
- Minimum four (4) years' experience with critical metric development and report/dashboard building
- Minimum two (2) years' experience managing full-time staff
- Expertise in Tableau, data extraction & transformation, relational databases & SQL
- Skilled in presentation applications including Excel, PowerPoint & Tableau

- Understanding of complex digital ecosystems and metrics available for collection and analysis
- Proficiency in analysis and knowledge of data presentation concepts and procedures
- Experience with SQL or similar relational database management system required
- Outstanding written and verbal communication and organizational skills and confidence in presentation and public speaking
- Excellent analytic modeling skills that clearly communicate concepts for dissemination in a non-technical manner
- Advanced proficiency of quantitative business analytics methods including statistical modeling, regression analysis and mass data analytics
- Confirmed ability to work within dynamic/fluid data enterprise; ideal candidate should be able to adapt well to change and thrive in a multi-matrix organization
- Experience using Ticketmaster/Archtics ticketing software preferred
- SAS, R or Python experience preferred
- Experience with insights software such as Nielson, YouGov, Turnkey, etc. and familiarity with OneMob, Conversica, ZipWhip or other systems is a plus
- Advanced proficiency with Google Analytics, Omniture or related system preferred

This is a full-time exempt position reporting to the Vice President, Ticket Sales, Retention & Database Operations. Job posting date: 02/21/2020

We offer a positive office culture and a robust benefits package including fun employee events, excellent medical/dental/vision coverage, employee ticket options, 401k with matching funds, paid downtown parking, tuition reimbursement, gym membership subsidy, on-site yoga and much more!

We invite you to apply online at: www.okcthunder.com/employment

The Professional Basketball Club, LLC, is an Equal Opportunity Employer, considering applicants fairly on the basis of qualifications, experience and business needs. We value diversity and support an inclusive environment for all employees.