



Analyst, Fan Analytics

SUMMARY

Founded in 1917, the National Hockey League (NHL®) is the premier professional ice hockey league in the world, and is one of the major professional sports leagues in the United States and Canada. With more than 600 employees across offices in New York, Toronto and Montreal, the NHL is a global sports and entertainment organization committed to building healthy and vibrant communities using the sport of hockey to celebrate fans of every race, color, religion, national origin, gender identity, age, sexual orientation, and socio-economic status. At the NHL, we are looking for dynamic, energetic and impactful individuals who are committed to doing the same by sharing in our philosophy that Hockey is for Everyone – and inclusion belongs on the ice, in the locker rooms, boardrooms and stands.

Benefits to working at National Hockey League include:

- Medical/ Dental/ Vision insurance effective on the date of hire
- 401(K) Plan and Defined Contribution Pension Plan
- Annual Bonus
- Generous PTO policy
- Commuter Benefit Program
- Paid Company Holidays

OVERVIEW

The Analyst, Fan Analytics will be a key part of the Fan Intelligence, Strategy & Analytics team deriving data-driven insights for the league and its 32 Clubs. This person will also collaborate with the BLADE Project Team, specifically in the quantitative and qualitative analysis of all related Fan Data. The Analyst will work closely with the Manager, Quantitative Analytics and Sr. Director, Data Strategy to derive actionable insights from both raw data and data sourced from statistical models.

ESSENTIAL DUTIES

- Collaborate internally with fan engagement, growth marketing, business development, events, business analytics and other departments as needed to provide data-driven insights and create streamlined data sharing/presentation procedures
- Analyze League and Club (BLADE) data to provide insights and analysis of ticket and premium growth opportunities and consumer trends
- Establish quality standards for completion of customer profiles and general data accuracy and hygiene
- Interface with NHL Clubs to assess fan data and provide insightful analysis on a club-by-club basis
- Manage sponsorship and premium seating data portals and data collection processes
- Create simple, easily understood and informative data visualizations
- Contribute to the planning and execution of NHL Ticketing Workshops, Analytics Workshops, and other League meetings

- Be well-versed in sports industry standard metrics and work to position the NHL as a leader in this area

QUALIFICATIONS

The ideal candidate will, at minimum, have a degree in a relevant area from a four-year college or university and 2+ years of work experience at an investment bank, consulting firm or a similar data strategy or analytics role at a major professional/collegiate sports team or league (NHL, MLB, MLS, NBA, NFL, NCAA).

In addition to the above, the ideal candidate will have:

- Strong technical skills including advanced Tableau and Microsoft Excel/PowerPoint skills
- Experience or working knowledge in one or more languages or applications (e.g. Python, R, SQL, SPSS Modeler)
- Excellent interpersonal and organizational skills, attention to detail, and follow-through
- Strong written and verbal communication skills with the ability to translate data into actionable insights
- Ability to maintain high level of confidentiality and professionalism and use independent discretion when sharing information
- Ability to travel (domestic and international) periodically for business purposes and to work long hours as department workflow necessitates

When applying, please be sure to include a cover letter with your salary expectations for this role. We thank all applicants for their interest in this opportunity, however only qualified candidates selected for an interview will be contacted. NO EMAILS OR PHONE CALLS PLEASE.

We are an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, national origin, sex, sexual orientation, age, disability, gender identity, marital or veteran status, or any other protected class.

Job Questions:

1. This position will be based in our New York City Office. Are you willing and able to commute to our office for this position?
2. If you are not currently living in the tri-state area, are you willing and able to relocate at your own expense for this position?
3. Do you have the legal right to work in the United States?
4. Will you now or in the future require visa sponsorship to continue work in the United States?
5. What are your salary expectations for this role? (NOTE - we are NOT asking for your current salary or salary history)
6. How did you first learn about this role?
7. Do you have prior professional experience in market research or surveying? Where have you gained this experience?

8. Please rate your skill of Microsoft Excel from 0 to 10. 0 is you have used the application, 1 is beginner level and 10 is expert.
9. Do you have experience with advanced Microsoft Excel functions such as VLOOKUP, XLOOKUP, and INDEX MATCH?
10. Please rate your skill of Tableau from 0 to 10. 0 is you have used the application, 1 is beginner level and 10 is expert.
11. Do you have experience with advanced Tableau features such as Level of Detail, Row Level Security, and Tableau Prep?
12. Please rate your skill of Microsoft PowerPoint from 0 to 10. 0 is you have used the application, 1 is beginner level and 10 is expert.