

ELEVATE

ELEVATE SPORTS VENTURES
CRM ANALYST, INSIGHTS

ABOUT ELEVATE SPORTS VENTURES:

Elevate Sports Ventures is a best-in-class sports, entertainment, and brand agency that provides proven and innovative solutions in hospitality and partnership sales, marketing, data and analytics insights, and brand representation to organizations across the global sports and entertainment landscape. Formed in partnership between the San Francisco 49ers, Harris Blitzer Sports & Entertainment (HBSE), Oak View Group (OVG), and Ticketmaster/Live Nation in 2018, Elevate is spearheading the most prestigious and dynamic new stadium and redevelopment projects in the world, including the Seattle Kraken's Climate Pledge Arena, the New York Islanders' UBS Arena, and Co-op Live in Manchester, England. Highlights among 30+ other clients and current projects include the USGA, USTA, St. Louis CITY SC, FIFA World Cup 2022, and EuroLeague Basketball.

CRM ANALYST, INSIGHTS – OVERVIEW:

Elevate Sports Ventures is looking for an individual to join our fast-growing consulting team in the sports and entertainment industry. You will be our primary CRM administrator, maintaining and expanding Elevate's internal Salesforce instance to support business development initiatives. This includes building executive reporting, assisting front-line sales teams with lead generation, and adapting the tool to new business requirements. The CRM Analyst will also serve as a member of our Insights strategy consulting vertical, working directly with clients across the industry to help structure problems, conduct primary and secondary research, and analyze business operations. In particular, the Analyst will serve as an internal CRM "expert," providing guidance and recommendations to a host of clients across the sports and entertainment landscape. This role will cover a range of services across our business, including fan experience, operational performance, hospitality design, partnership sales, and brand representation. The role's responsibilities will likely break down as 50% CRM expert and administrator, 50% client project work.

The primary directive of the Elevate Business Intelligence team is "to ensure the accessibility and reliability of data and insights so that our team is empowered to tell its story." As part of this team, you will help maintain and grow the internal infrastructure of the organization, managing and consolidating the data that forms the basis of our analysis. Along with client-facing project work, you will be on the forefront of the development of our data lake, growing our knowledge, sharing materials, and ensuring data security compliance. If you're just as comfortable querying a database as you are presenting to a client, if you feel as strongly about Salesforce workflows as you do photo editing, this is the role for you.

This position has historically been based in Charlotte, NC, but relocation may not be required. The role will require the ability to work flexible schedules, including weekends and holidays.

RESPONSIBILITIES:

CRM ADMINISTRATION

- Provide day-to-day management of internal CRM (Salesforce)
- Provide recommendations to the Business Development leadership team on how best to leverage CRM to execute on their strategic vision
- Understand and respond to the needs of Elevate sales team to maximize their utilization and benefit of CRM
- Query and maintain data resources, including SQL database and cross-departmental knowledge share tools
- Develop data tools that expedite and standardize the generation of insights

CLIENT PROJECT WORK

- Act as a subject-matter expert for external client CRM initiatives, providing vendor recommendations, process implementation, and best-practices
- Support projects focused on helping clients improve revenues, business efficiency, and fan experience
- Analyze complex, high-volume data sets to identify narrative trends and actionable insights
- Build high-quality visualizations that illustrate the stories underlying the data we collect

- Conduct sports and entertainment industry research focused on (but not limited to) teams, venues, competitors, trends, client prospects, and current events

QUALIFICATIONS:

The following are our target qualifications for this role. Note that reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

A. Education and/or Experience

- Analyst Level: One+ (1+) years of work experience in a CRM role is required
- Relevant Salesforce certifications a plus

B. Knowledge/Skills/Abilities

- Strong proficiency in Salesforce or other CRM systems
- Effective people-management skills, exceptional organizational skills, and ability to multi-task with concurrent projects and prioritize under pressure of deadlines
- Ability to develop frameworks and project management tools to guide project approach, timelines, reporting, and decision-making
- Strong research skills with the ability to tell the story of the data
- Intellectual curiosity, creativity, analytical approach, and strong attention to detail
- Strong verbal and written communication skills, including presentation and public-speaking experience
- Proficiency with the following tech stack:
 - Airtable or other project management tools
 - Google Drive suite, including Google Slides & Google Sheets
 - MS Office suite, in particular Excel
 - Qualtrics or other surveying tools
 - SQL and working with large datasets
 - Tableau or other data visualization tools
- Experience with R, Python, or other modeling languages is a plus but not required
- Previous sports industry experience is a plus but not required

POSITION DETAILS:

- Full Time, Non - Exempt Exempt
- Medical, Dental, Vision, Life, Short-Term & Long-Term Disability Insurance + FSA, HSA, and more
- 401k Employer Match after meeting eligibility requirements
- Unlimited PTO

This position is open to all qualified candidates. If you need assistance or an accommodation due to a disability in connection with the application process, you may contact us at HR@elevatesv.com.

We are proud to be an equal opportunity/veterans/disabled/ LGBTQ+ employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. All employment is decided on the basis of qualifications, merit and business need, without regard to race, color, religion, gender, sexual orientation, national origin, disability status, protected veteran status, genetic information, or any other characteristic protected by applicable law.