

Manager, Data Analytics

Wasserman is looking for a motivated individual to bring a robust data and analytics skillset to the Research & Insights (R&I) team within its corporate and property consulting division - Wasserman Marketing. The R&I team takes a leadership role within Wasserman around topics and client needs that live at the intersection of research, analytics, strategy and data. The team leads Wasserman's efforts around sponsorship measurement, custom research, analytics, and insight-driven strategies. In addition, R&I leads capability-building efforts required to maintain our market leadership position.

The ideal candidate will have a strong academic foundation in data modelling and statistical analysis techniques, as well as a demonstrated track record of excellence in applying that knowledge to real-world challenges. A background or familiarity with sports, media, entertainment and/or other relevant fields is preferred. We seek a structured thinker who not only has a mastery of the raw data, but who can use hypothesis-driven approaches to look beyond the raw data in order to identify and construct engaging, actionable, and data-driven narratives. We look for those fueled by innate intellectual curiosity, and an unshakable accountability that will drive them to deliver against multiple priorities with consistent excellence. Candidates who possess a team-first attitude will be prioritized. Finally, the ideal candidate will be fueled by a deep passion about analytics defining the business of sports rather than on-field performance data that can be found on the back of a baseball card. For those who meet these criteria, this is an ideal opportunity to advance your career within the sports industry.

Duties and Responsibilities

- Serve as analytical lead on key internal data platforms that collect and connect disparate sources of industry, client and fan information
- Leverage proprietary data, syndicated tools and other resources to identify unique and actionable insights related to the business of sport, including support of new and existing clients, as well as business development pitches
- Perform quick-turn quantitative and statistical analysis on structured data sets of varying sizes and components
- Identify solutions and workarounds for challenges related to dirty/unstructured data analysis
- Serve as a key internal technical resource on conversations or initiatives with current and prospective technology partners
- Define and maintain best practices for statistical analysis within and beyond R&I
- Work collaboratively with R&I leadership to identify opportunities to optimize, grow or otherwise evolve key platforms, tools, partners and data sources
- Engage in extensive financial and data modelling as needed to support the creation and maintenance of proprietary Wasserman measurement tools and analytics
- Maintain a positive and professional relationship with clients to encourage new and repeat business opportunities
- Manage work plans and overall project logistics to help support delivery of high quality client work on time and on budget

Qualifications and Skills

- Minimum of a Bachelor's Degree from a top-tier school, ideally with a focus on statistical analysis and/or quantitative analytics
- 2+ years of experience in a relevant field or function, though candidates with a background in sports, media or entertainment will be preferred
- Demonstrated mastery of core quantitative and statistical analysis techniques (e.g. exploratory data analysis, predictive modeling, machine learning, segmentation, optimization, clustering, regression and artificial intelligence)
- High degree of proficiency in using some of the more common statistical analysis and data cleansing tools, platforms or languages (e.g. SPSS, Minitab, R, Python, SQL)
- Experience using common data visualization tools (e.g. Tableau, Qlik, Power BI, etc..) and demonstrated ability of transforming quantitative analysis into more easily digested visual outputs
- Must be proficient with the Microsoft Office Suite, with advanced skills particularly required for Excel and, to a lesser extent, PowerPoint and Access
- Must be able to multi-task and self-manage to meet deadlines and handle competing priorities
- Well-developed analytical and problem-solving skills
- Possess exceptional written and oral communication skills
- Own requisite interpersonal skills, with the ability to create a rapport with both clients and colleagues alike as needed
- Strong attention to detail and highly organized
- Ability to think creatively in a team environment
- Must be flexible and react calmly under stressful circumstances

Wasserman is committed to operating fair and unbiased recruitment procedures allowing all applicants an equal opportunity for employment, free from discrimination on the basis of religion, race, sex, age, sexual orientation, disability, color, ethnic or national origin or any other classification as may be protected by applicable law. We aim to recruit the right people for the jobs we have to offer, and to assess applications on the basis of relevant skills, education and experience.

Equal Opportunity Employer/Protected Veterans/Individuals with Disabilities

The contractor will not discharge or in any other manner discriminate against employees or applicants because they have inquired about, discussed, or disclosed their own pay or the pay of another employee or applicant. However, employees who have access to the compensation information of other employees or applicants as a part of their essential job functions cannot disclose the pay of other employees or applicants to individuals who do not otherwise have access to compensation information, unless the disclosure is (a) in response to a formal complaint or charge, (b) in furtherance of an investigation, proceeding, hearing, or action, including an investigation conducted by the employer, or (c) consistent with the contractor's legal duty to furnish information.