



National Basketball Association (NBA)



Data Fulfillment Analyst

New York, NY · Reposted 2 days ago · Over 100 people clicked apply

\$100K/yr - \$115K/yr

✓ Hybrid

Full-time

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About the job

WORK OPTION: The NBA currently provides eligible employees the option of working remotely one day per week.

At the NBA, we're passionate about growing and celebrating the game of basketball. Through the intensity of the game and the amazing athletic skill of our players, we deliver excitement to hundreds of millions of fans around the world.

As a global sports and media business, the NBA is so much more. While Basketball Operations runs the league's on-court activities, other departments manage relationships with television and digital media partners, develop marketing partnerships with some of the world's most recognizable companies, oversee the licensing of NBA merchandise, and handle a wide range of responsibilities that drive the NBA's success.

Essential Functions And Job Summary

The Data Fulfillment Analyst will be responsible for helping to facilitate the use of the NBA's vast fan data, data strategy, and digital marketing and technology capabilities to enable our partners to use these assets to grow their business. The set of partners will vary greatly and will include those from the retail, strategic, content and marketing partnership spaces creating an opportunity to work with a diverse mix of brands and business. The ideal candidate is customer and project focused and enjoys the challenges of working across functions with team members from Data Strategy, Global

Partnerships & Media, Direct-To-Consumer, Legal and Data Engineering. You will draw on your experience across digital marketing, data analysis and AdTech/MarTech to solve complex problems that drive value to both the NBA and its partners.

Major Responsibilities

- Apply subject matter expertise to develop and deliver digital marketing strategies and programs that accelerate customer acquisition, retention and brand awareness for partner data collaboration projects
- Consult with the Global Partnerships & Media team and with peers on the Technology & Platform Strategy team on the right mix of tactics to deliver the partners' objectives (pre-sales)
- Lead the execution of tactics defined by the Global Partnership & Media team for each partner (post-sales)
- Lead the implementation of data cleanroom solutions including setup and configuration
- Provide support and guidance to internal and external stakeholders on data requirements and optimal implementation
- Collaborate with partners on data overlap analysis, segmentation and audience development
- Ensure marketable audiences are successfully onboarded to ad platforms (e.g., Meta, Google, etc.) for ad targeting
- Make optimization recommendations based on partner objectives and performance
- Manage project from start to finish to ensure that all facets of the partner agreement have been successfully followed
- Responsible for keeping a pulse on trends in marketing/ad technology and marketing operations

Required Education/Professional Experience

- 2+ years of experience working in AdTech, product operations, product management, or a technical marketing operations capacity
- Bachelor's degree required

Required Skills/Knowledge Attributes

- Experience with CRM platform technology and data structures
- Demonstrated SQL skills required

- Proficiency with evaluating data in Microsoft Excel required with abilities to leverage statistical programming software (e.g., R) to manipulated larger data sets [preferred / a plus]
- Knowledge of clean room technology and data onboarding tools
- Understanding of how to use common tools to conduct measurement of marketing performance and how to communicate results to stakeholders with varying levels of expertise in data
- Expert at problem-solving and critical thinking
- Ability to successfully navigate cross-functional teams and prioritize across competing needs
- Strong written and verbal communication skills

Salary Range: \$100,000 - \$115,000

We Consider Applicants For All Positions On The Basis Of Merit, Qualifications And Business Needs, And Without Regard To Race, Color, National Origin, Religion, Sex, Gender Identity, Age, Disability, Alienage Or Citizenship Status, Ancestry, Marital Status, Creed, Genetic Predisposition Or Carrier Status, Sexual Orientation, Veteran Status, Familial Status, Status As A Victim Of Domestic Violence Or Any Other Status Or Characteristic Protected By Applicable Federal, State, Or Local Law.

The NBA is committed to providing a safe and healthy workplace. To safeguard our employees and their families, our visitors, and the broader community from COVID-19, and in consideration of recommendations from health authorities and the NBA's own advisors, any individual working onsite in our New York and New Jersey offices must be fully vaccinated against COVID-19. The NBA will discuss accommodations for individuals who cannot be vaccinated due to a medical reason or sincerely held religious belief, practice, or observance.