

Interactive Marketing: Database Marketing/Analytics
Business Intelligence Analyst - Orlando Magic (Orlando, FL)



JOB SUMMARY

The Business Intelligence (BI) Analyst supports the Magic's Business Intelligence efforts by building and delivering reporting solutions that monitor performance across all business operations. Utilizing SAS software tools and leveraging the organization's enterprise data warehouse, the BI Analyst will develop reports that provide valuable insights to business departments. Additionally, the BI Analyst will assist in key database analysis, segmentation, and list selection projects to support digital strategy, marketing campaigns, and other business strategy initiatives.

JOB RELATIONSHIPS

- Reports To: Assistant Director of Business Strategy
- Indirectly Reports To: N/A
- Hiring Authority: No

GAME/EVENT RESPONSIBILITIES

- Game night responsibilities Yes:
- Approximate number of games worked per season: 1-20
- Event night responsibilities: No
- Approximate number of events worked per season: None

ESSENTIAL DUTIES AND RESPONSIBILITIES

Reporting / Customer Segmentation

- Design and build reports for inclusion in automated reporting solutions, including data visualizations and management dashboards
- Use SQL, SAS coding, and other techniques to analyze raw data and interpret and present results in a clear and concise reporting format
- Analyze, evaluate and report on various marketing initiatives, including email, text messaging, web, social media and traditional media
- Perform database segmentation, generating target groups and prospect lists for digital and marketing campaigns
- Support ad-hoc requests for data, reports and analysis

Database Analysis

- Exploratory analysis of new and existing data sources to assess data quality and applicability in business decision making
- Identify opportunities for automation and data integration between source systems and assist with implementation
- Participate in the evaluation of the organization's data warehousing efforts, including assessing ETL processes and identifying key database needs
- Decision Making Abilities (Select One): Makes decisions guided by precedent and based on company policy.
- All other duties as assigned.

QUALIFICATIONS

- Bachelor's degree in Business, Economics, Mathematics, Statistics, Computer Science, or related field or equivalent professional work experience required
- Strong technical proficiency in SQL required
- Experience with SAS, R, STATA, Tableau or similar advanced analytics/business intelligence software required
- 1-3 years of experience in similar industry/ work environment preferred
- Experience with relational databases a plus
- Experience using data visualization software tools a plus
- Familiarity with Ticketmaster Archtics and Microsoft CRM or similar CRM system a plus
- Proficient in Microsoft Office, Outlook, Excel, Word, PowerPoint and other related computer skills required.
- Ability to meet tight deadlines and work well under pressure
- Strong organizational skills, time management skills and attention to detail required
- Strong verbal and written communication skills with an emphasis on business writing skills
- Ability to prioritize and manage multiple tasks/projects and support multiple high level executive positions
- Ability to work independently without supervision, be self-directed and demonstrate initiative.
- Ability to take direction without follow up
- Ability to work collaboratively with others whom you have no direct authority over.
- Strong teamwork and team synergy skills required
- Excellent ability to establish rapport with others and ability to build strong interpersonal relationships
- Exhibit good judgment and decision-making skills
- Availability and willingness to work extended hours, including nights and weekends and be on-call as necessary
- Willingness to work a flexible schedule based on the changing priorities of the department.