



Job Title: Systems Analyst, Analytics & BI	Reports To: Technical Administrator
Location: Dallas, TX or Chicago, IL	FLSA: Exempt / 15 days PTO

4FRONT Overview: We're inventors, marketers, sports enthusiasts, creative strategists who challenge ourselves and our partners to think differently, because it takes us to unexpected places. We work with sports and entertainment properties large and small to generate the solutions that drive results and revenue using our suite of services from Data Analytics and Digital Marketing to Innovation and Sponsorships.

Position Overview: Develop, use and maintain analytics products and services that serve to transform data into actionable insights for 4FRONT partners as well as optimize our internal business operations and drive data-driven decision-making.

Primary Job Responsibilities

- Develop in-depth understanding of 4FRONT technology and product stack as well as marketplace needs and trends
- Develop and implement data collection systems and tools to optimize statistical efficiency and data quality.
- Acquire data from primary/secondary data sources and maintain data systems.
- Analyze consumers and markets via web-based or other research tools to assess total market size, barriers to entry, go to market strategies, audience segmentation and overall strategic fit
- Work on customized fan insight reports, asset valuation models, sponsorship category spotlights and digital marketing campaign reports
- Handle ad-hoc requests for fan data and analysis
- Build dashboards that can be used by our partners as well as internal decision-makers to easily access relevant actionable insights
- Work closely with other members of the Analytics & BI team to identify opportunities to develop new products, with an emphasis on data visualization and audience insights
- Work closely with management to prioritize business and information needs
- Collaborate with digital marketing, innovation, sales and business development teams within 4FRONT to enable the use of fan insights to support strategy and drive revenue
- Cooperatively take on other duties, roles or responsibilities as assigned

Qualifications and Requirements

- Bachelor's degree in MIS, Computer Engineering, or a related field and 1-2 years of relevant experience, Master's degree a plus
- Possess strong analytical and creative problem-solving skills
- A passion for data analysis and visualization is a must, a passion for sports is a plus
- Demonstrates professional verbal and written communication skills
- Strong proficiency using Business Intelligence Software, Data Management Platforms (DMP) and business applications including one or more: Microsoft Excel, Google Analytics, Oracle BlueKai, Adobe Audience Manager, Domo Business Cloud services
- Proficiency with query languages (such as SQL) required
- Strong attention to detail, adaptable self-starter, strong project management skills, excellent team player

If you are interested and qualified for this role, please send your resume along with a brief description of your relevant experience to info@Team4FRONT.com.

