



EUROPEAN CLUB ASSOCIATION

HEART
OF
FOOTBALL

**POSITION
DESCRIPTION**

**MEMBERSHIP
INTELLIGENCE
AND DATA
ANALYST**



MEMBERSHIP INTELLIGENCE AND DATA ANALYST

Reports to: Membership and Business Development Manager

MISSION

You will be part of a newly created department in ECA which is focused on providing exceptional services to ECA Member Clubs through systematic approaches to research, insight and relationship management.

You will be responsible for developing new ways of systematically collecting and analysing member related data, managing the Member Relationship Management (MRM) database, and working closely with the other members of the Membership and Business Development team to deliver value across ECA's diverse membership. You will be creating compelling narratives and preparing recommendations based on the insights.

You have a strong passion for data analysis and an interest in how data can be turned into valuable insights which ultimately will help ECA guide its decision making and improve performance. You have a flair for working with software and data platforms and you value accuracy and the attention to detail. Lastly, you are an open-minded and curious individual who is eager to kick start your career in a fast-paced and multicultural environment, where football is the focal point.

SUMMARY

- ECA is developing and growing its team to ensure it constantly enhances and improves the delivery of value in its activities and services for its member clubs
- As part of its development and growth, ECA is bringing on board a Membership Intelligence and Data Analyst, reporting to the Membership and Business Development Manager, to help systematically collecting and translating member related data into valuable insights
- The Membership Intelligence & Data Analyst is a newly created position and will play a key role in the delivery of relevant and valuable member services
- The role covers a wide scope of data management tasks as well as great opportunities for leading smaller research projects and collaborating with external suppliers and partners
- The role is based at ECA's offices in Nyon, Switzerland with frequent travel to member clubs across Europe and other business engagements as required

ABOUT ECA

- ECA is the sole, independent body directly representing football clubs at European level
- ECA represents the interests of 246 professional football clubs from across Europe, clubs that regularly compete in UEFA Club Competitions
- As the representative voice of European club football on the international football landscape, ECA's core purpose is to place clubs at the Heart of Football
- ECA has embarked upon a strategic delivery programme at the start of 2020 to set and

achieve key goals across a range of areas of vital importance to the association, shaping the future of club football in Europe across sporting, governance, commercial, regulatory, organisational, developmental and societal aspects

- Since its foundation in 2008, ECA has grown from 137 member clubs to 246 today, representing 55 different national associations
- ECA is chaired by Andrea Agnelli, Chairman of Juventus, since his election in September 2017
- As an organisation, ECA has a growing team, currently around 20 people, and is on a mission of organisational growth and development, targeting a performance-driven culture, delivering high impact outcomes for the administration and its member clubs
- ECA is fully committed to providing a culture of equal opportunity and diversity in its workplace

MAIN RESPONSIBILITIES

- Reporting into the Membership and Business Development Manager and working in close collaboration with all the other ECA departments, the successful candidate will be responsible for:
 - Maintaining the MRM database (ensuring and enhancing the quality of the relevant data points) and finding ways to increase effectiveness by utilising tools designed to automate and accelerate data collection, integration and analysis
 - Acting as main contact person for all colleagues on MRM related questions and matters
 - Running training and onboarding sessions on the MRM for colleagues and new joiners
 - Coordinating the evaluation, scope and completion of new development requests and change requests
 - Effectively acting as the liaison between users, vendors and the development teams
 - Being responsible for documenting all developments and track changes to the Microsoft Dynamics landscape
 - Building customised reports on specific member segments providing new perspectives and sparking ideas on member services
 - Conducting industry research and manipulating raw data to make it ready for reporting and analytical needs
 - Translating collected data into visually compelling reports
 - Assisting in the creation of presentations in a clear and insightful narrative
 - Collaborating closely with cross-functional teams to infuse all aspect of work with data driven insights and measurement
 - Designing and conducting member surveys and prepare recommendations and/or reports based on the analysis
 - Screening publicly available industry reports and providing summaries on ad hoc basis

SKILLS AND EXPERIENCE

- Bachelor's degree in business administration, economics or similar
- 1 to 2 years of experience in data analysis and management or business intelligence
- Interest in finding the storyline and creating compelling narratives through data
- Ability to work with large datasets and summarize findings in a clear and easy to understand format
- Capacity to translate data and research into insights and recommendations
- Self-starter who can plan and execute own work
- Experience of working in customer-focused and, ideally, membership organisations
- Strong analytical skills to analyse data and reports
- Experience of working with survey tools or platforms
- Good technical skills and a genuine interest in how IT and data can enhance business practises
- Knowledge of Microsoft Dynamics would be ideal
- A creative and pragmatic thinker who uses insights and data with attention to detail
- Proven ability to work in consultative, collaborative environments and manage projects in a fast-paced environment
- Positive mindset, hardworking and determined to overcome barriers to success
- Good communicator and relationship builder
- Passion for sport and particularly football
- Proven ability to design and implement new processes and facilitate user adoption
- Must demonstrate the ability to critically evaluate information gathered from multiple sources, reconcile conflicts and prioritise requests
- Language skill: fluent in English. Additional European language skills would be advantageous

You are invited to send your CV and covering letter to Amandine Sauty, People and Culture Manager, at jobs@ecaeurope.com.



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