

**GOODWOOD**

**The Role**

**The Digital and Sponsorship Data Analyst** will be part of **the Data & Insights Team** reporting to the **Head of Data & Insights.**

**About us**

At Goodwood, we celebrate our 300 year history as a quintessentially English Estate, in modern and authentic ways delivering extraordinary and engaging experiences. Our setting, 12,000 acres of West Sussex countryside and our story both play significant roles in Goodwood’s success. What really sets us apart is our people. It is their passion, enthusiasm and belief in the many things we do that makes us the unique, luxury brand we are.

**Passionate People**

It takes a certain sort of person to flourish in such a fast-paced, multi-dimensional environment like Goodwood.  We look for talented, self-motivated and enthusiastic individuals who will be able to share our passion for providing the “**world’s leading luxury experience.**”

**Our Values**

**The Real Thing Daring Do Obsession for Perfection Sheer Love of Life**

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| We employ meticulous attention to detail to create experiences, as they should be. We are honest and open. | We don't mind breaking the rules to create the best possible experiences. We will take tough decisions | It’s a team thing – everybody mucks in to make things happen. We're madly passionate about what we do | We want to make everyone feel special by loving what we do. |

**Purpose of the role**

Sitting in the Data and Insights team, the Digital and Sponsorship Data Analyst will be responsible for supporting the commercial teams in understanding our audience through social, digital and other channels. Using learnings to inform sponsorship bids, report on existing partners KPI’s and drive content strategy through clear and concise analysis. This would include competitor analysis, industry trends, customer engagement and social and website behaviour understanding.

The successful candidate will be the main source of information for the commercial and content teams, and will be required to work closely with both, including being the data expert in external partner meetings.

You will possess good communication skills, reporting back to the business regularly to enable teams to react to performance and trends accordingly.

**Key responsibilities**

* Conducting research into the industry and content
* Reporting on performance using BI tools
* Identifying opportunities and working with the commercial teams to refine them
* Manage, upkeep and communicate weekly reports to the business
* Support the data warehouse in identifying and revising data requirements
* Ensure data is consistent, complete, accurate and relevant
* Work with business representatives to identify detailed data requirements
* Proactively developing and maintaining processes and procedures which ensure that the data provided for analysis meets all current and future business needs
* Provide ad hoc reporting assistance to Goodwood businesses
* Explain, and manage expectations around capabilities of BI tools and data hierarchy. Strive to find solutions to complex problems
* Play a key role in developing the systems and processes within the Estate businesses, creating improved efficiencies and reporting

**Qualities you will possess**

* Passion for what you do
* Positive and friendly with a “can do attitude”
* Great attention to detail
* Ability to prioritise and organise
* Proactive
* Take responsibility for yourself
* Confident to make decisions and to stand by them
* Highly analytical
* Hunger to learn
* Excellent communicator
* A sense of fun!

**What do you need to be successful?**

* Maths, statistics and business analytics experience
* Experience of using Google Analytics
* Proven skills in social listening analysis
* Sharp analytical thinking
* Previous experience in the use of BI tools (Power BI or similar)
* Prior experience in the Sponsorship and Digital sectors
* The ability to communicate effectively and influence at all levels, both internal and external
* Established advanced user of Microsoft Excel