

Customer Data Analyst (CRM)

Description

Working at the RFU means being part of the 'bigger picture' at England Rugby: to be rooted in **our purpose**, which is to enrich lives, introduce more people to rugby union & develop the sport for future generations. If our purpose resonates with you, and you recognise the value that sport can bring to people's lives, we'd love to work with you. An opportunity has arisen for a Customer Data Analyst (CRM) to join the team on a permanent basis.

Job Title : Customer Data Analyst (CRM)

Department : Marketing

Reports to : Senior Customer Data Analytics Manager

Job Level : Implement

Location : Twickenham

Employment Type : Permanent

Application Information:

- Please submit an anonymised CV and cover letter (i.e. please exclude personal details, names of educational institutions, etc.).
- The closing date for applications is Friday 21st June at 12pm.
- The RFU reserves the right to close this vacancy early if we receive sufficient applications.
- Applications may be considered whilst this vacancy is advertised.

To download the full job description for this role, please click [here](#).

Nature and Scope:

The RFU has been undergoing a period of significant change, responding to changes in the external environment whilst adjusting to the demands of a modern governing body. The organisation is currently two years into delivering an exciting strategic plan that hopes to have a transformational impact on Rugby Union.

As part of this strategic plan, the RFU has an ambition to become a data-driven, user centric organisation with market leading digital capabilities that will not only transform the rugby experience for players, volunteers and fans today, but also future proof the RFU for years to come.

As part of a small Customer Data & Analytics team, you will play a key role in helping the RFU's Marketing & Digital Team transform the experience for our customers through analysis of marketing data and audiences. The role will enable growth for analysts with a digital first mindset and a passion for customer experience whilst contributing to the overall success of the RFU and England Rugby.

- The role will analyse fan, player, and volunteer data to identify patterns and trends in order to improve engagement and conversion.
- The role will support marketing campaigns and identify audience preferences.
- The role will measure and assess marketing campaigns to provide insight.

Hiring organization

Candidate-1st

Employment Type

Full-time

Beginning of employment

asap

Job Location

United Kingdom

Working Hours

40

Base Salary

euro GBP 52K - 88K *

Date posted

June 9, 2024

What will you be doing?

Some key responsibilities include:

- Collecting, cleaning, and analysing audience data from various sources to identify trends and patterns related to fan engagement, ticket sales, and customer behaviour.
- Developing and maintaining dashboards, reports, and triggered insights in Salesforce Marketing Cloud Intelligence to create real-time, actionable insights for the sales, marketing, and strategy teams.
- Digging deeper into data to design and developing comprehensive reports and interactive dashboards using Tableau.
- Working closely with key stakeholders across the organisation to deliver the customer intelligence required to enable them to achieve their objectives.
- Working in collaboration with the Insights Team and Technology Team to ensure that the RFU adopts a data obsessed mindset and can solve key business issues with data and insights.
- Developing predictive data models to support business objectives.
- Identifying and implementing segmentation opportunities, validate data integrity & personalisation, and integrating the CRM or other databases with Marketing Cloud.
- Acting as an ambassador for, and promoting the best interests of the RFU, including the promotion of the RFU core values.

Your approach to Life (your behaviours):

- You're a strategic thinker who is able to influence and drive change.
- You have strong influencing and consensus building skills, and you're able to build sustaining relationships.
- You're able to work collaboratively.
- You are process driven and able to work well under pressure.
- You're able to inspire confidence and create trust.
- You possess sound judgement and the ability to think creatively to reach desired goals.

What you Know:

Essential:

- Demonstrable experience in a data analysis role or another quantitative field.
- Experience with CRM/database marketing and customer analytics.
- Strong analytical skills with ability to deliver insightful ideas and findings from data.
- Must be able to communicate effectively both verbally and in writing, as well as able to communicate quantitative information in a clear and informative manner.
- Working SQL knowledge and experience working with relational databases as well as familiarity with a variety of databases.
- Experience building and optimising data pipelines and data sets.
- Proficiency with BI tools (Tableau preferred).
- Highly self-motivated and able to work under own direction to achieve stated objectives within the necessary timescales.
- Knowledge of predictive analytics techniques and ability to use automated analytics software such as Alteryx.
- Knowledge of GDPR and other privacy around handling user data.
- Committed to actively contributing to and building an inclusive culture in

your role and day to day behaviours.

Desired:

- Experience with Salesforce and Marketing Cloud Intelligence (previously Datorama).
- Experience with a Customer Data Platform.
- Bachelor's degree in a relevant field (e.g., Data Science, Business Analytics, Maths, Sciences).
- Project management skills and experience.
- Proficiency in Programming Languages such as R or Python.

Additional Information:

- We want you to have every opportunity to demonstrate your skills, ability and potential. If there is anything we could do to support you through your application or to provide the best environment for your interviews, including assistance or adjustment, please reach out to recruitment@rfu.com.
- During your application, we will ask questions about your identity. This information is considered highly confidential and will not be seen by hiring managers. You can find out more about why we ask these questions [here](#).

To download the full job description for this role, please click [here](#).

About England Rugby

England Rugby or Rugby Football Union (RFU) is the national governing body for rugby in England. We deliver three core activities, and our purpose is to enrich lives, introduce more people to rugby union and develop the sport for future generations.

Our core activities are:

Rugby – supporting rugby from grassroots to performance level
Commercial – building partnerships and hosting matches and events
Running the business – ensuring our organization and people can thrive

Our Culture

At England Rugby, one of our core objectives is to drive rugby union to better reflect the diversity of society. We are aware that rugby, and sports in general, has not always been as welcoming an environment for everyone as we would like, and we are working hard to make rugby a more inclusive space for all identities.

We believe hiring people from underrepresented groups into positions at all levels is vital to creating spaces and initiatives that better support those identities. We would love to see applications from disabled people, LGBTQ+ people, people from ethnically diverse communities, people of faith, people from lower socio-economic backgrounds, and women and non-binary people.

We know that representation is more than just getting people through the door, it's about keeping people by responding to structural barriers relating to identities and valuing the insights that different lived experiences bring. We have network groups that provide peer-to-peer support and drive forward change internally. We support colleagues to develop, and each colleague has access to a personal coaching

platform that can provide same-day one-to-one coaching. We are pushing ourselves to create a more inclusive culture every day through role modelling our BACK behaviours which stand for Brave, Accountable, Collaborative and Keep improving.

We know that flexible working is important to our colleagues, so our guiding principles are designed to support everyone to work in the way that suits them, their teams, and the organization in the best way.

We want you to have every opportunity to demonstrate your skills, ability and potential. If there is anything we could do to support you through your application or to provide the best environment for your interviews, including assistance or adjustment, please reach out to recruitment@rfu.com.

What we can offer you

We are proud of the range of benefits we can provide:

- Retail discounts include 30% off Adidas, 20% off Optimum Nutrition, 25% off O2 and many more
- Priority access to purchase match tickets
- 25% discount in Rugby Store and EnglandRugby.com
- 25 days of annual leave and your birthday day off
- Free dental care and free access to the stadium gym
- Life assurance of 4x your basic [salary](#), income protection scheme and Employee Assistance Programme that offers anonymous and confidential, emotional and practical support 24/7
- After 3 months, you will be enrolled in our Aviva pension scheme and we will match and double your contribution up to 10%
- Ride-to-work scheme, eyecare vouchers and season ticket loans

About Our Team

At England Rugby, we want to hear our employees' thoughts, ideas and feedback on our strategies, new initiatives and our work environment. That's why we have quarterly meetings called 'the Voice' where various topics are discussed, in addition to regular surveys, including our annual D&I survey. We are always striving to create the best environment for our colleagues, and we are proud to present some of our most recent feedback from Feb 2022:

- 85% feel motivated to perform their role to the best of their ability
- 83% feel supported by their Manager
- 90% agree or strongly agree that their Manager empowers and trusts them to deliver while working from home
- 83% feel informed and connected with the organisation

If you would like to find out more about our diversity and inclusion work or the culture at England Rugby, please visit our website here: <https://www.englandrugby.com/about-rfu/rfu-policies/diversity-and-inclusion/our-approach>

How the process will look like

Your teammates will gather all requirements within our organization. Then, once priority has been discussed, you will decide as a team on the best solutions and architecture to meet these needs. In continuous increments and continuous

communication between the team and stakeholders, you're part of making data play an even more important (and understood) part withing Brand New Day.

Job Benefits

GBP 52K – 88K *