

Job title: Senior Enterprise Analytics Manager	Location: Europe
Function: Product and Tech Reports to: Head of Enterprise Analytics and Product Web Tracking	No. of direct reports: To be defined. No. of non-direct reports: To be defined
Budgetary responsibility: N/A	NGR/P&L: N/A
<b>Purpose of role</b>	
<p>We're Entain. Our vision is to be the world leader in sports betting and gaming entertainment by creating the most exciting and trusted experience for our customers, revolutionising the gambling space as we go. We're home to a global family of more than 25 well-known brands, and with a focus on sustainability and growth, we will transform our sector for our players, and ourselves.</p> <p>The purpose of the Senior Enterprise Analytics Manager role is to lead and drive the organization's analytics initiatives, ensuring the effective use of data in supporting strategic business decisions.</p> <p>This role involves overseeing the analytics team, developing and implementing analytics strategies, and collaborating with various business units to provide comprehensive data insights.</p> <p>The Senior Enterprise Analytics Manager plays a crucial role in transforming complex data into actionable business intelligence, optimizing data-driven processes, and supporting the organization's goals through informed, evidence-based strategies.</p> <p>This position is instrumental in fostering a culture of analytics excellence and ensuring that the organization's data assets are leveraged effectively for maximum impact and value.</p>	
<b>Key responsibilities</b>	
<p><b>Analytics Strategy Development:</b> Develop and implement comprehensive analytics strategies that align with the organization's overall business objectives. Ensure these strategies effectively support decision-making and drive business growth.</p> <p><b>Team Leadership and Management:</b> Lead and mentor the enterprise analytics team. Manage team performance, foster professional development, and build a culture of continuous improvement and innovation.</p> <p><b>Data Analysis and Reporting:</b> Oversee the analysis of complex data sets to extract actionable insights. Ensure the preparation of clear, concise reports and dashboards that inform strategic decisions across the organization.</p> <p><b>Cross-Functional Collaboration:</b> Collaborate with various business units to understand their data needs and challenges. Ensure that analytics initiatives are integrated and aligned with departmental goals and objectives.</p> <p><b>Data Governance and Quality:</b> Implement and maintain data governance standards to ensure data accuracy, consistency, and security. Oversee data quality and integrity across all analytics platforms and systems.</p> <p><b>Innovation and Process Improvement:</b> Identify and implement new analytics technologies, tools, and methodologies to enhance the organization's analytical capabilities and improve operational efficiency.</p> <p><b>Stakeholder Communication:</b> Effectively communicate complex analytics concepts and findings to stakeholders at all levels, including non-technical audiences, to drive informed decision-making.</p>	



**Project Management:** Manage and prioritize analytics projects, ensuring timely delivery and alignment with business priorities.

**Compliance and Best Practices:** Ensure compliance with relevant data privacy and protection laws. Stay abreast of industry best practices and trends in enterprise analytics.

**Prioritization Management:** Manage the analytics priorities, ensuring optimal resource allocation and utilization to support strategic objectives.

#### Specialist skills and experience

Essential:

- **Advanced Analytical Skills:** Proficiency in data analysis, with the ability to interpret complex data sets and extract actionable insights. Familiarity with statistical analysis, predictive modeling, and data mining techniques.
- **Technical Expertise:** Strong knowledge of analytics tools and platforms (e.g., SQL, Python, R, Tableau, Power BI), databases, and data warehousing solutions. Experience with big data technologies and machine learning is a plus.
- **Strategic Thinking:** Ability to develop and implement comprehensive analytics strategies that align with and support the organization's business objectives.
- **Leadership and Team Management:** Proven experience in leading and managing a team of analysts or data scientists. Ability to mentor, motivate, and foster professional development within the team.
- **Business Acumen:** Strong understanding of business operations, processes, and objectives. Ability to translate analytics insights into business strategies and outcomes.
- **Communication Skills:** Excellent verbal and written communication abilities, with the skill to articulate complex analytical concepts to non-technical stakeholders.
- **Problem-Solving and Critical Thinking:** Strong problem-solving skills and the ability to think critically and creatively to address business challenges.
- **Project Management:** Experience in managing multiple analytics projects simultaneously, ensuring timely delivery and alignment with business priorities.
- **Data Governance and Compliance:** Knowledge of data governance principles and practices, as well as experience ensuring compliance with data privacy and protection laws.
- **Collaborative Approach:** Ability to work collaboratively with various departments and stakeholders, understanding their data needs and challenges.

#### Competencies / behaviours

- Collaborative, open style that fosters participation and widespread contribution of ideas.
- Accountable – able to drive product marketing plans from start to finish, delivering high quality outputs on time.
- An exceptional communicator – clear, consistent and persuasive with a global mindset
- Agile – able to respond to last minute changes and proactively drive product launches at extremely short notice.
- Productive – able to prioritise efficiently and manage a high workload.
- Resilient – able to bounce back after setbacks, e.g. marketing projects being delayed or deprioritised

Diversity and equal opportunities:

As a global employer, Entain is committed to providing a safe, fun, and inclusive culture where our people feel like they truly belong.



We are a multicultural business that values, celebrates and respects individual differences, so whatever your sexuality, gender, gender identity, ability, age, race, religion or belief, you will have a voice here, and the space to do your best work.

Our diverse internal networks provide the support for you to express your views and make a positive difference.

