

Job title: Performance Analysis Lead	Location: <i>Insert the country and/or city where the role is to be based</i>
Function: Product and Tech Reports to: Head of Performance Operations	No. of direct reports: 0 No. of non-direct reports: 0
Budgetary responsibility:	NGR/P&L:
Purpose of role	
<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, for ourselves and for the good of entertainment.</p> <p>This role will be pivotal in enabling Entain's Product & Technology department to deliver world class experiences to customers. You will champion and drive the adoption of a data driven mindset within the P&T department to achieve maximum customer impact and satisfaction.</p> <p>You will be responsible for enabling the performance team to make data driven decisions through an effective and structured performance measurement framework.</p>	
Key responsibilities	
<p>Main:</p> <ul style="list-style-type: none"> • Building and optimizing an effective OKR measurement framework in collaboration with insights, business analytics and P&T teams. • Building and optimizing a performance measurement framework to understand the effectiveness of the governance framework and identifying problem areas and bottlenecks in the process. • Partnering with the Performance Optimization Manager and Performance Operations Manager to input into a continuous improvements backlog based on reporting and data insights. • Fostering a culture of continuous improvement by analysing and identifying opportunities to optimize throughput of the key stages of the product development lifecycle. • Building and optimizing a robust benefit realization framework in collaboration with Finance to compliment the P&T operating model. • Driving the continuous optimization of goal trees together with the data insights team. • Driving optimization of business cases and value metrics together with the finance and customer insights teams. • Working closely with P&T stakeholders to understand how teams operate and how data measurement can help improve efficiency. • Providing reporting to support operational activities and assessment of key metrics. • Report on progress and summarise recommendations to the Head of Performance Operations. 	
Specialist skills and experience	



Essential:

- Strong analytical skills
- Effective communicator, the ability to share or understand information, ideas and feelings successfully.
- Adept in Stakeholder Management
- Experience in an analytical role working closely with insights, BI or finance functions.
- Proficient Technical Acumen, to effectively communicate with development teams and understand technical constraints.
- Experience with advanced analytics tooling and methodologies

Desired:

- Knowledge of the Gaming Industry

Competencies / behaviours

- Strong communication skills
- Stakeholder engagement: Builds effective working relationships
- Collaboration: Communicates effectively with a positive impact
- Builds capability: Invests in developing oneself (and others)
- Analytical thinking: Thinks critically, providing well-reasoned insights through a commercial lens
- Sets direction: Contributes to a clear direction for the business
- Agility: Quickly adapts and remains flexible while managing risks
- Drives performance: Continually raises the bar for oneself (and others)
- Acts with integrity: Takes ownership and does the right thing
- Delivers results: Plans for success and gets the job done

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, all for the good of entertainment.



For the good of entertainment