



Business Analyst Intern

9024 Media is looking for an outgoing, passionate, skilled and motivated candidate who would enjoy working on digital and social media technologies, apps, tools and platforms in the sports & entertainment industry. The 9024 Media Internship Program is a great way for graduated or current students interested in acquiring school credits and boosting their CV; gaining hands on digital transformation, social media, talent management and influencer marketing; networking with industry professionals in the sports biz and gaining a competitive edge for their career.

The 9024 Media Business Analyst Intern will work across Data, Business and Growth, to bring best in class data, analysis, insights, business intelligence and processes to the 9024 business.

In this role, we're also counting on you for:

DATA, ANALYSIS & INSIGHTS

- Collect first- and third-party data by leveraging several analytics, SaaS, MarTech tools and digital sources: social media, e-commerce, CRM and web.
- Extract insights of small and large data sets, become familiar with different sources of data and learn how to integrate them in meaningful ways.
- Forecast metrics and simple but reliable models on social media KPIs (e.g. engagement rate, followers growth etc.) and other digital sources based on historical data and benchmarking.
- Build and improve audience personas over time and help the business in identifying monetizable groups within social and digital following.
- Design processes to centralize data, make them accessible to everybody, build bridges between different digital sources and internal departments in order to avoid so called data silos.
- Clean data sets if/when necessary and store them with accuracy and in an accessible way.
- Overall make sure that automation and standardization are at the core of your work when it comes to data and reports delivery to internal and external stakeholders.
- The ultimate objective of the role is to deliver more insights and less data by making these accessible to everybody.

BUSINESS INTELLIGENCE & CRM

- Support the business intelligence by capturing and reporting relevant data, industry insights and other relevant trends on social commerce, influencer commerce, influencer marketing, social media, sports related partnerships and overall things happening at crossroads of sports, social and digital.

- Support the business to improve the CRM system: maintenance, usability, reporting and dashboards of business performance.
- Be on top of marketing technology stack, from social media to e-commerce: run periodical searches on existing tools, competitors and mostly potential solutions not yet implemented from 90/24 but beneficial for the business.
- Monitor and continuously challenge the 90/24 marketing technology road map.

SOCIAL MEDIA, CAMPAIGNS PLANNING, REPORTING AND EVALUATION

- Help 90/24 in delivering data-driven content strategies to athletes, brands and influencers. Supporting the business in facilitating the adoption of marketing automation – when possible – of campaigns planning, execution and reporting.
- Develop standardized and meaningful templates for internal and external stakeholders, set KPIs, deliver campaign insights, evaluation and takeaways from tools, data sets and business intelligence.
- Proactively search, propose and justify alternative sources. Work on customized reports and solutions when needed and beneficial for clients and the business itself.

Projects

1. Global Football Players DB: you'll be part of a project that will change the sports industry and that will allow 90/24 to become a leader in social media performance forecasting, data-driven channels growth and benchmarking of football players first and athletes then.
2. E-commerce and B2C CRM: create a new business line in our existing B2B CRM system (Salesforce); be part of the development and rolling out of a new B2C CRM system.
3. More to come, based on results and business growth. You'll always be working on tasks vertical on the position and projects to drive and lead over time in order to build your own career path and keep yourself motivated and challenged.

HERE IS WHAT WE NEED FROM YOU

- University degree or last semester student in Economics, Business, Data Science, Marketing or Market Research with a major in analytics or behavioral science is preferable.
- Candidates with first experience on the role (internships a/o short term roles) are also welcome if eligible for an internship.
- Knowledge of Excel, pivot tables, VLOOKUP and more functions is requested.
- Knowledge and experience with a wide scope of research methodologies and techniques (qualitative & quantitative), forecasting models and statistics is needed.
- Knowledge of SQL and Business Intelligence tools, including Google Analytics; Google Cloud Platform; statistical software; MarTech platforms and good knowledge of other data analytics tool - e.g. R, Python - is strongly preferred .

- Able to collaborate effectively with marketing people, product, IT stakeholders and any other colleagues.
- Able to assist with insights from the digital analytics platforms & help stakeholders optimize their services.
- Good communication skills and enthusiastic.
- Fluent in English.

HERE IS WHAT WE OFFER

- A contribution to support your living costs.
- The opportunity to join a growing company at crossroads of sports, social media, e-commerce and digital.
- A dynamic and international company with offices in Amsterdam and London for now.
- A first in class, hands on learning experience with a very special view on business operations.

If this sounds like you, please drop an email to nicola.terrano@9024media.com with an introduction of yourself and your updated CV.