

Position: Senior Analyst, FUTURES  
Division: FUTURES  
Location: London  
Supervisor: Chris Dales

---

**Futures Sport + Entertainment is a leading research and consulting agency in the sports and entertainment business. We are part of the Interpublic Group, one of the world's premier advertising and marketing services companies.**

We work with a blue-chip client base of federations, teams and sponsors to provide independent strategic advice on the value of investments in sport and sponsorship. We have an excellent reputation in the sports industry with client referrals generating the majority of our new business. We also leverage the wider Interpublic network to access a diverse portfolio of multinational brand clients.

Our aim is to continuously find better ways of measuring the sports business and deliver unique insight to our clients. We are technology and data driven, and have developed unique measurement tools and techniques to provide clients with robust analyses. Our culture is one of continuous improvement, constantly looking for ways to improve the quality of data in sport.

As a Senior Analyst, your time will be split between managing and contributing to existing client work and supporting business development efforts. Key responsibilities include:

- Working with leadership to effectively structure and resource projects
- Managing expectations of clients and internal stakeholders
- Managing teams to ensure the delivery of high-quality client outputs, on-time and on-budget
- Presenting reports, recommendations, and the business implications of the analysis with clients
- Identifying top prospects for new business
- Creating pitches, optimising scope, and negotiating pricing and deliverables

The ideal candidate will have a strong entrepreneurial attitude and experience managing teams working on media and/or sponsorship strategy. While FS+E is owned and operated under the IPG umbrella, it has taken the shape of a "start-up" venture.

### **Who We Are Looking For**

- An analytical and strategic thinker who has a business mind and a passion for sports and entertainment
- Someone who is excited by the opportunity to work in a start-up environment and grow with the business
- A data junkie who is comfortable structuring complex problems and taking accountability for results
- Knowledge of the sports media landscape would be preferred
- Someone who has experience managing multiple projects with challenging deadlines simultaneously, both while leading a team and working independently
- A self-starter who has meticulous attention to detail

### **Required Qualifications**

- 3+ years' of relevant research, data analysis, management consulting and/or media planning experience
- Excellent numeric communication skills, including advanced PowerPoint skills

- Extensive training in Microsoft Excel
- General coding and data science knowledge desirable. R, Python, SPSS, VBA and SQL experience preferred
- Experience working consultatively with clients or cross-functional teams to understand their needs, identify opportunities, and successfully pitching and delivering solutions
- Ability to manage multiple projects simultaneously, with accountability for results
- Comfort with translating complex data into easily understandable business insights
- Strong analytical background with knowledge of sports and/or media business landscape desirable
- Bachelor's degree in a related field (including coursework in fields such as computer science, math, economics, business, statistics, science or engineering)

**Interested? Then send a CV and cover letter to [jobs@futuressport.com](mailto:jobs@futuressport.com) and answer the following questions:**

- Why Futures?
- What are your relevant skills and interests?
- Why should we choose you and not someone else?
- What are your salary expectations and when can you start?