

Role Title	Data & Business Intelligence Analyst
Accountable to	Systems Manager
Responsible for	N/A
Key Stakeholders	Systems Team, Customer Success Manager, Senior Leadership Team, Finance Team
Our Purpose	We exist to improve the lives of others
Mission	To develop a healthier and more active community
Role Purpose	The Data & Business Intelligence Analyst plays a crucial role in transforming complex membership, transactional, and facility data into clear, actionable business strategies. Operating centrally, you will maintain the integrity of our core leisure management databases, oversee recurring payment tracking systems, and build automated reporting dashboards. Your insights will directly influence membership growth, programme development and participation trends. You will also support the quality, integrity and governance of key business data, enabling accurate reporting and continuous improvement across Life Leisure.

Hours	37 hours per week
Location	Support Office
Salary	£33,239

Relevant Experience	
Essential	• Proven experience in an analytical or data science role, preferably within a leisure or local authority setting • Strong knowledge and understanding of data manipulation tools • Hands on experience of developing end to end reporting suites and data sets in Power BI (or similar tools)
Desirable	• Direct experience working with leisure management systems • Direct experience working with automated billing structures
Skills and qualifications	
Essential	• A relevant qualification in mathematics, statistics, computer science, data analytics or significant practical experience • Proficiency in writing and optimising basic SQL queries to extract from relational databases • Inherently curious with an appetite to use insight to drive business performance • A strong capability to communicate technical, data driven findings clearly to non-technical operational managers • Excellent problem solver with demonstratable experience of developing solutions to resolve business challenges • Ability to analyse performance trends • Understanding of data protection and GDPR principles • Have a passion for using data to tell stories • Embrace the use of new technologies such as AI agents and frameworks

Desirable	A degree in mathematics, statistics, computer science or data analytics
Key Objectives	
KO 1	Business Intelligence & Dashboarding
KO 2	Membership and Direct Debit Analysis
KO 3	Stakeholder Reporting & Data Automation
KO 4	Data Governance & Compliance

Key Objective 1:
Build, deploy, and maintain interactive performance dashboards using PowerBI (or similar) to track daily footfall, occupancy, sales and hub by hub revenue. This will allow for managers to make informed decisions through accessible and impactful reporting.
Key Results: - Support Life Leisure's continuous improvement programme, using data to identify areas for systematic and controlled improvement - To recommend and implement new systems to improve data capture and review - To create bespoke dashboards which will streamline the companies reporting processes - Evaluate facility utilisation data to support operational managers adjust timetables & staff rotas - Contribute to the businesses digital roadmap by researching, testing and recommending new tools
Key Objective 2:
Model and monitor membership lifecycle stages, identifying key triggers for direct debit cancellations, subscription attrition, and processing errors
Key Results: - Provide a daily view on the whole customer journey lifecycle – this will include length of stay, average yield, at risk members, number of site visits, class utilisation - Provide daily sales and leavers reports to the management team - Support the finance team to review direct debit collections and daily reconciliation - Identify trends and opportunities to improve membership retention and customer experience
Key Objective 3:
Translate complex data into meaningful insight through engaging dashboards, reports and visualisations, helping operational teams and senior leaders understand performance, opportunities and emerging trends

Key Results:

- Support the automation of reporting processes using appropriate tools and technologies.
- Assist in translating business processes into technical logic to support continuous improvement
- Ensure accurate data is made available to external reporting platforms and partners
- Work collaboratively with stakeholders to develop reporting that supports operational and strategic decision making

Key Objective 4:

Act as the gatekeeper for data hygiene, ensuring all customer record, automated billings pipelines, and marketing opt-ins fully align with UK GDPR regulations

Key Results:

- Support the team in maintaining a single customer view by helping to integrate and clean data sources
- To conduct routine audits of data capture and input processes
- Identify systems and processes that negatively impact data collection and quality
- To support the systems team to ensure IT functionality and processes are delivered to a high standard

Additional information

The responsibilities set out in this document, in the advert and any additional information are intended to provide a flavour of the work you will carry out. It is not possible to include everything you will be asked to undertake, and we expect all colleagues to work flexibly according to business needs and to enhance your own development. Your skills, abilities and training needs will be taken into account and discussed with you when any significant changes to your role are needed.