

KOPPLIN KUEBLER & WALLACE

THE MOST TRUSTED NAME IN EXECUTIVE SEARCH AND CONSULTING

DATA & INSIGHT MANAGER PROFILE: ENGLAND GOLF LINCOLNSHIRE, UK

DATA & INSIGHT MANAGER AT ENGLAND GOLF

England Golf is seeking a dynamic and experienced Data and Insight Manager to spearhead the insight and research functions at England Golf. In this pivotal role, the successful candidate will play a crucial part in shaping the implementation of England Golf's Course Planner and driving the strategic utilization of data within their digital ambition. The role requires a candidate who can comfortably cultivate and manage professional relationships within and beyond England Golf, collaborating with research and insight partners, Sport England, other National Governing Bodies, and the wider Golf community. The ideal candidate will possess a strong background in data management and analysis, demonstrating a keen ability to translate insights into actionable strategies that contribute to the growth and success of England Golf.

ABOUT ENGLAND GOLF

England Golf, the governing body for amateur golf in England is a non-profit organisation dedicated to growing the game of golf. Headquartered at The National Golf Centre at Woodhall Spa, in Lincolnshire, UK, England Golf works at the heart of golf in England, supporting and empowering a thriving community of players, counties, and clubs to get the most out of the game of golf!

England Golf leads through strong governance and integrity. They strengthen governance in all aspects of golf, deliver safeguarding throughout the golfing community, utilise data and technology to enhance decision-making, and drive equality and equity in everything they do.

England Golf energises and supports the golf community. They support golf clubs with member recruitment and retention, connect and engage with all golfers, inspire and educate golf's network of volunteers, increase golf's influence within local communities, and advocate and inform on all elements of sustainability.

England Golf delivers a more inclusive and accessible sport. They drive diversity at all levels of golf, create more opportunities for juniors and young adults, promote the health and well-being benefits of golf, inspire more women and girls to play golf, and develop greater access for disabled people.

England Golf inspires current and future generations. They enthuse all golfers through relatable role models, communicate a positive perception change for golf, deliver an excellent talent pathway from regional to national squad level, and host over 50 best-in-class competitions for all golfers.

England Golf's values:

- **Be Inclusive.** Welcoming and enabling everyone to be involved with golf in England
- **Be Honest.** Acting with integrity, trust, fairness, reliability and transparency
- **Be Supportive.** Working together to make golf better for everyone, inspiring people to achieve their goals
- **Be Excellent.** Continuously improving, exceeding expectations, and setting high standards
- **Be Responsible.** Being personally accountable and passionate about driving a strong future for golf

England Golf stands for Golfers, Golf Club, and the Game and they proudly support thousands of clubs and players across the country and always welcome everyone, whatever stage they are at in their golfing life.

ENGLAND GOLF BY THE NUMBERS

- Affiliated Golf Clubs: 1,800
- Individual Members: 720,000

- My England Golf Users (MYEG App): Approximately 400,000
- Annual Golf Events: Approximately 70
- Golf Squads: 5
- Responsible to: Head of Digital
- Responsible for: Administrator (Data)

ENGLAND GOLF WEB SITE: www.Englandgolf.org

DATA & INSIGHT MANAGER POSITION OVERVIEW

Reporting to the Head of Digital, the Data & Insight Manager will lead the insight and research capability within England Golf to help shape the implementation of England Golf's Course Planner and to help drive forward the utilisation of data within its digital ambition.

Must be comfortable cultivating professional relationships both in and out of England Golf including Research and insight partners, Sport England and other stakeholders, Other National Governing Bodies, and the Golf community.

KEY RESPONSIBILITIES

- Coordinate insight and research requirements for the business by reviewing existing research and identifying gaps to help inform operational planning.
- Create a research framework to manage their business needs, involving stakeholders (internal such as colleagues, and external such as partners and sponsors).
- Support the Head of Digital in the ongoing development and implementation of their digital ambition.
- Ensure that the quality and integrity of their data is maintained through acquisition, storage & management, connectivity, and business intelligence (GolfIQ).
- Create the best user experience for staff across the internal data systems (including their GolfIQ dashboards) by regularly reviewing business rules/data processes.
- Support the ongoing development, maintenance, management, and reporting from the CRM system.
- Act as lead commissioner of all external research/insight projects working with consultants and agencies to ensure research outputs.
- Support for programme developments and manage the delivery of new research projects (including internal research projects) as required.
- Develop robust processes and resources that inform and educate key stakeholders, utilising relevant facts, figures, and insight from across their research programme.
- Share critical insight gleaned from research to help inform strategic and operational planning and identify emerging trends/themes.
- Interpret and present findings both in written form, through reports, and verbally, through presentations, to senior executives to support decision-making.
- Build, manage, and maintain strong relationships and communication within the organisation and work in partnership with other team members.
- Oversee the work provided to the administrator, working collaboratively with relevant teams that require support.
- Other tasks reasonably required by England Golf.

CANDIDATE QUALIFICATIONS

- Experience in a similar role in a consumer-focused or membership body.
- Exceptional skills in both quantitative and qualitative research methods.
- Excellent understanding of the variety of research and evaluation techniques.
- Experience in working with the whole range of market research methodologies and techniques, using the information in conjunction with other sources of data and customer feedback to provide relevant insight.
- Data Management and integrity procedures.
- Competence in the use of IT tools including spreadsheets, databases, email, and word processing.
- Strong presentation skills, both written and verbal.
- Strong analytical and problem-solving skills.

- Ability to analyse and disseminate information.
- Ability to work at all levels in the organisation.
- A highly motivated individual who is comfortable working with data.
- An ability to simplify complex information.
- Accustomed to meeting deadlines and working on multiple projects concurrently.
- Able to work independently or as part of a team with strong interpersonal skills.
- Excellent attention to detail and accuracy.
- Flexible and adaptable approach.
- Reliability and clear understanding of confidentiality.
- Confident individual who can handle high-pressure environments.
- Positive, pragmatic, and collegiate attitude.
- Proven experience in building data capability within an organisation
- Demonstrable experience in all aspects of data management.

PREFERRED CANDIDATE QUALIFICATIONS

- Educated to degree level or equivalent and/or Certificate in Research Management preferred.
- Good understanding of the Data Protection Act.
- Knowledge and sound application of systems such as Microsoft Dynamics.
- Working in a mass market customer focussed organisation or role.
- Working within a sports governing body or membership organisation environment.
- Knowledge or a passion for golf/ sport

SALARY AND BENEFITS

Salary is highly competitive. England Golf offers an excellent bonus and benefits package.

INSTRUCTIONS ON HOW TO APPLY

Please upload your CV and cover letter, in that order, using the link below. You should have your documents fully prepared to be attached when prompted for them during the online application process. Please be sure your image is not present on your CV or cover letter; that should be used on your LinkedIn Profile.

Prepare a thoughtful cover letter addressed to Richard Flint, Chief Operating Officer, and Mary-Anne Price, HR Director, and clearly articulate your alignment with this role why you want to be considered for this position at this stage of your career, and why England Golf and the Lincolnshire area will be beneficial to you, your family, your career, and England Golf if selected.

You must apply for this role as soon as possible but no later than Thursday 22nd February 2024. Candidate selections will occur in late February with the first interviews expected on Friday 15th March 2024 and the second interviews in late March.

IMPORTANT: Save your CV and letter in the following manner:

“Last Name, First Name CV”

“Last Name, First Name Cover Letter – England Golf - DIM”

(These documents should be in Word or PDF format)

[Click here](#) to upload your CV and cover letter.

If you have any questions, please email Patty Sprankle at patty@kkandw.com

Lead Search Executive:

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