

Lead Research Analyst – Pricing

Are you ready to ignite your career with the World's largest sports betting and iGaming company? Are you a critical thinker with a growth mindset? Flutter UKI, are on the hunt for a passionate individual to join our dynamic team as a Lead Research Analyst!

We are the Flutter UK & Ireland Trading Team - we predict the unpredictable, we think different, and putting our customers first, through innovative solutions and powering the performance of our brands, Paddy Power, Betfair and Sky Betting & Gaming brands at number one. This Research Analyst role is based in the pricing function, which is a high performing team responsible for the delivery of new pricing strategies across the Flutter UKI brands.

What you'll do

Reporting to the Flutter UKI Pricing Director, you will leverage customer insights and market research to identify pricing opportunities and to track customer perceptions of our products.

You will work within the UKI Trading function, connecting with colleagues from across the organisation to solve complex pricing problems and to identify new opportunities for pricing optimisation.

If this sounds like the outstanding opportunity you are looking for, then please read on...

How you will do it....

- Perform detailed analysis of competitor commercial strategies, identifying trends, strengths and weaknesses to inform Flutter UKI commercial decisions.
- Carry out advanced customer research, including surveys, interviews and focus groups to capture qualitative insights on customer perceptions of our products and pricing
- Set up monitoring and tracking analytics to help understand performance of ongoing initiatives and customer impact
- Identify and evaluate commercial opportunities and improvements for products based on market research and competitor analysis.
- Produce detailed reports and presentations for the team, summarising findings and providing actionable insights based on research and analysis
- Work closely with cross-functional teams, including Commercial and Consumer Insights, to align research findings with business objectives

What we're looking for...

- Strong research and analytical skills, with experience in both qualitative and quantitative research methodologies
- Experience in consumer surveys, including quota definition, sample selection, questionnaire creation, and quality control
- Proficiency in data analysis tools (e.g., Excel, SPSS, R, SQL) and experience with data visualisation software (e.g., Tableau, Power BI)
- Excellent verbal and written communication skills, with the ability to present complex information clearly to diverse audiences
- Outstanding analytical capabilities and ability to effectively troubleshoot, while maintaining a strong attention to detail.
- Collaborative attitude, skilled at fostering strong and effective relationships within the Pricing team and across the company at all levels.
- Ideally, familiarity with customer segmentation and advanced survey techniques (e.g. MaxDiff, Conjoint)

Who we are:

We are Flutter UK & Ireland. Leaders in betting, gaming, and entertainment. We are the home of bighitting brands including Sky Betting & Gaming, Paddy Power, Betfair and tombola.

We are thousands of colleagues. Across 6 locations. In 5 countries. We play as one trailblazing team. Creating trusted entertainment for millions every week. Sharing ideas, expertise, and technology. Innovating in one of the most Competitive and most regulated markets in the world. As a division of Flutter Entertainment, we all work together to win.

What we'll offer you:

- Flexible ways of working – Hybrid work arrangement that supports your wellbeing & lifestyle.
- £1,000 learning fund
- Twice-yearly bonus (with part of it guaranteed!)
- Pension contribution scheme
- Private healthcare
- Access to thousands of Udemy courses
- Invest via the Company Sharesave Scheme
- 16 hours paid volunteering time per year.
- Unlimited holiday

Flutter UK & Ireland is working to be an inclusive employer, we encourage people from all backgrounds, ways of thinking and working to apply. Everyone brings different perspectives and experiences; you don't have to meet all the requirements listed to apply for this role.

If you need any adjustments to make this role work for you let us know, and we'll see how we can accommodate them.