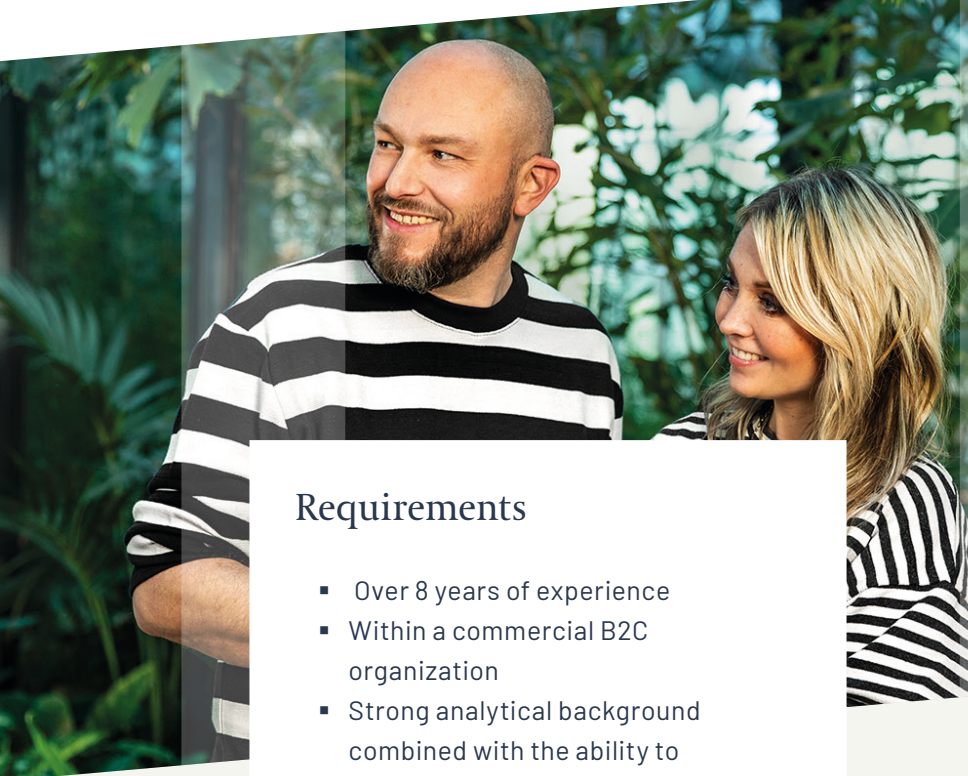


Vacancy at Postcode Lottery Group

Head of Analytics



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Requirements

- Over 8 years of experience
- Within a commercial B2C organization
- Strong analytical background combined with the ability to translate insights into concrete actions
- Proven track record in building and leading teams
- Background in a highly data-driven environment
- Excellent stakeholder and change manager

 **Amsterdam**

Postcode Lottery Group – owner of the Postcode Lottery and VriendenLoterij – is in the midst of a transition toward a future-proof organization in which insights and analytics are central. The Head of Analytics leads the Dutch Insights team and translates data insights into concrete actions that demonstrably drive innovation and further professionalization.

About Postcode Lottery Group

Postcode Lottery Group is the international organization behind the Postcode Lottery and VriendenLoterij, operating in the Netherlands, Germany, Sweden, Norway, and the United Kingdom. Together, these lotteries serve nearly fifteen million participants, with ambitious plans to expand into new markets. As a social enterprise, the group aims to involve as many people as possible, so they not only enjoy playing the game but also contribute to important social causes. Since its founding, more than fifteen billion euros have been donated to social projects, placing the group among the top three private charity donors.

Within the national lotteries, there is a shared ambition to attract more participants and sell as many tickets as possible in order to increase proceeds for good causes. To achieve this, a new international strategy has been developed that optimally combines technology, product development, and data analysis. By intensifying collaboration between the different countries, the group increases its strength and effectiveness, lays the foundation for sustainable growth with measurable results, and strengthens its social impact.





Head of Analytics

Postcode Lottery Group is in the middle of a transformation toward a future-proof, data-driven organization. Within this dynamic context, the Head of Analytics plays a key role. She/he is given the opportunity to further develop the application of data analytics within the Postcode Lottery and VriendenLoterij and to prepare the insights infrastructure for the future.

A key principle of this transformation is strengthening international alignment. Data management and the data platform are strategically developed at group level, while insights are generated and interpreted locally. In the Netherlands, the focus is on translating data insights into concrete actions, particularly in the areas of marketing and customer experience. The role focuses on campaigns, acquisition, new products, customer insights, loyalty, and CRM, and enables, for example, the assessment of the return on investment of marketing campaigns, targeted evaluation of promotions, and analysis of churn rates or the conversion of new products. Strengthening data literacy within the organization is also an important area of attention.

The Dutch Insights team currently consists of eighteen researchers and analysts, several of whom are managed by seniors who report to the Head of Analytics. Under her/his leadership, the team will continue to grow, and a proactive and action-oriented way of working will be further embedded.

Change Management

The most important stakeholders of the Insights team are colleagues in the marketing teams, who stand to benefit from guidance through the transition. By combining data insights with strong change management skills, this professional demonstrates how evidence-based decision-making at every level contributes to better results. Based on data, the Head of Analytics primarily focuses on business impact, storytelling, and

decision-making. She/he easily demonstrates the bigger picture behind the numbers and is able to convincingly engage Heads of Marketing and their senior marketers in commercial opportunities.

The Head of Analytics operates at the intersection of local and international contexts. On the one hand, responsibility lies in leading and further developing the Dutch Insights team; on the other hand, she/he works closely with peers in other countries and the international data science team. She/he reports directly to the Managing Director, Lydi Siebers, with a dotted line to Anne de Bie, Group Director Data & Analytics.

“ *This is the perfect moment to join the ride. You play an active role in the transformation of data analytics within our organization. Together, we strengthen the foundation that enables data to lead to impact more quickly and that very explicitly drives innovation in marketing, propositions, and channels.*”

▪ **Anne de Bie, Group Director Data & Analytics**

This role suits a Head of Analytics with in-depth knowledge of digital analytics, reporting, and statistical analyses, preferably gained in an organization that is more advanced in the field of analytics and insights. A background in consulting can be a strong addition. The ideal candidate is fluent in Dutch and English and works in an innovative and proactive manner. She/he has a strong can-do attitude toward testing new methods, techniques, and tools, thereby fostering a high-performing culture of continuous improvement.





Interesse?

Postcode Lottery Group werkt voor de invulling van deze vacature met Top of Minds.
Neem contact op met Jessica Lim via jessica.lim@topofminds.com om te laten weten dat je interesse hebt in deze vacature.



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