



ITW UNIVERSE
SPORTS & ENTERTAINMENT MARKETING
BENGALURU, IN
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ITWUNIVERSE.COM

Knowledge & Content Operations Specialist

FULL-TIME · BENGALURU, IN · 2-5 YEARS EXPERIENCE · DATA + OPS

ABOUT ITW

ITW Universe is one of India's leading sports & entertainment marketing companies — 15+ years connecting brands to audiences across cricket, football, kabaddi, OTT, on-ground, talent, GCC and regional markets. We run hundreds of brand campaigns a year across our verticals (iO, Sports, MEA, Sri Lanka, Mworx, Catalyst, 360, Playworx, Influence, IMS and more).

We're now building an **AI Consultant** that helps our teams and clients plan campaigns using ITW's own 15-year track record. That tool is only as good as the knowledge behind it — and that's where this role comes in.

THE ROLE IN ONE LINE

You will be the **single point of contact who captures, organises and quality-checks ITW's deal knowledge** — past executions, current strategies and future opportunities — from every vertical, and turns it into a clean, structured, citable knowledge base that powers the AI Engine Pipeline.

WHAT YOU'LL DO

- Be the **SPOC** for data collection across all 15 ITW verticals — the person every team knows to send their closed-deal information to.
- **Capture every deal's story** in a consistent format: what was sold (inventory), the reasoning behind the buy, execution proof (images/video), and — most importantly — the **measured business outcomes** (reach, lift, sign-ups, sales, ROI), with their source.
- **Chase the numbers.** Push sales and servicing teams — diplomatically and persistently — for the real outcome data they don't always have at hand. Distinguish a genuine business result from a media-delivery metric, and know which to ask for.
- **Build and enforce standards** — a folder taxonomy, file-naming convention, and a "definition of done" for every deal record, so the knowledge base stays clean as it scales.
- **Run quality control** — track what's complete vs missing across hundreds of deals, maintain a live tracker, and close the gaps.
- **Organise future-opportunity and inventory data** — rate cards, calendars, category blocks, assets available — so the AI can recommend what's actually sellable.
- **Work with the AI/tech team** to make sure the captured data is structured the way the AI Consultant needs it, and flag where the data is thin.

WHAT WE'RE LOOKING FOR

MUST-HAVE

- **2–5 years** in a data operations, content operations, knowledge management, research, sales enablement, or analytics role.
- **Strong data-organisation instinct** — you think in structured fields, taxonomies and trackers. Advanced Google Sheets / Excel is second nature.
- **Analytical rigor** — you can tell a business outcome ("sign-ups +40%, CAC down 30%") from a media metric ("2M impressions") from a deliverable ("logo on perimeter board"), and you know a real number needs a source.
- **Coordination & persistence** — comfortable chasing busy people who don't report to you, across many teams, until the data is in. Diplomatic but relentless.
- **Process ownership** — you set up systems and follow through over months, not just sprints.
- **Clear written communication** — you can turn a messy deal into a tidy, structured record.

STRONGLY PREFERRED

- **Domain literacy in sports / entertainment / media / advertising** — you understand (or can quickly learn) sponsorship inventory: perimeter boards, jersey deals, OTT features, on-ground branding, GEC integrations, influencer and digital campaigns.
- **Comfort with AI tools** — you've used or are curious about AI/LLM tools, prompting, and how a knowledge base feeds an AI system.
- **Cross-domain curiosity** — you engage as seriously with a music, GCC or regional deal as with a cricket one. (We don't want a cricket-only lens.)

NICE TO HAVE

- Experience with Airtable / Notion / a CMS or lightweight database.
- A data/analytics or engineering background.

WHO THIS ROLE IS NOT FOR

- Someone who loses interest once the work becomes routine — the value is built over 6–12 months of steady, disciplined collection.
- Someone who files "2 million impressions" as a great campaign result. We need someone who asks, "yes, but what did it *do* for the brand?"

WHY IT MATTERS

Everything ITW knows about what works — which properties suit which brands, what they cost, what results they drove — currently lives in scattered documents and in people's heads. You will turn that into ITW's structured institutional memory and the engine of a genuinely differentiated AI Consultant. It's a role with clear, visible impact: what you build is what the whole company (and its clients) will rely on.