RSMB

JOB DESCRIPTION	
Job Title	**Senior Data Scientist (Projects)**
Responsible To	**Chief Statistician**

About RSMB

RSMB provides sophisticated audience measurement solutions for the media industry. We're a small company of around 40 people who mainly have media research, stats, data science and IT backgrounds. We have five teams: Research and Quality Control, Stats and Data Science, Technology, Client and Project Management Office and Finance and HR. Although we're a specialist provider of media measurement solutions, we work with a wide range of clients in the sector on both ongoing contracts like BARB and RAJAR and ad hoc projects. The media is evolving rapidly and our role is to help our clients stay ahead of the game when it comes to measuring their audiences and understanding consumer behaviour beyond media silos. Our work spans traditional statistics and data science.

Overview of this role

The Senior Data Scientist (Projects) will provide innovative and creative solutions for large and complex projects. These may involve the design of new methodology for clients or auditing and critiquing complex third party methodologies. They will use their high level mathematical/statistical knowledge and interpretative skills to be able to drive forward solutions.

They will need to demonstrate the ability to assimilate intricate processes. Understanding the importance of maintaining RSMB's reputation for high statistical expertise is essential. They may need to work with other team members, lead projects and delegate tasks.

Main Duties and Responsibilities

This role involves providing statistical support and leadership for some of RSMB's special projects and therefore the Senior Data Scientist (Projects) needs experience and in-depth knowledge of a variety of methodologies used across RSMB's media activity.

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Registered office as above. Registered in England and Wales No. 2173860

The Senior Data Scientist (Projects) will have sole responsibility for some projects. For others they may be required to work with other team members and project manage to ensure a high standard of work and delivery to time.

The Senior Data Scientist (Projects) will also be able to assimilate complex procedures involved and able to extract any relevant data from internal databases. The latter is likely to involve detailed programming skills in PL/SQL or Visual Fortran in order to extract data and/or Visual Basic knowledge in order to present and handle data. They will also be involved in developing and implementing mathematical/statistical models. They should be familiar with media measurement environment and the standard techniques involved although they may also be required to develop innovative solutions or explore new academic techniques. They may be required to provide consultancy on modelling in media research particularly with respect to reach and frequency. Knowledge of statistical probability distributions is therefore essential.

They will also liaise with the client directly before, during and after projects and maintain an excellent level of communication. They will be required to report on their findings through detailed written reports and may be required to conduct presentations for the projects for clients; these may need to be accessible to non-specialists.

Core skills
- Statistical or Data Science background.
- Detailed knowledge of statistical/mathematical techniques and be able to apply them in the media environment.
- Analytical with the ability to interpret and present data, including to non-specialists.
- Self-motivated and be able to scope, design and deliver projects from brief to completion.
- Can assimilate complex methodologies and problem solve.
- Good communication skills and client liaison through all stages of a project: from agreeing a brief to providing updates to presenting conclusions.
- Experience and knowledge of data analysis especially related to media measurement.
- PL/SQL knowledge in order to extract relevant data for analysis.