



JOB DESCRIPTION	
Job Title	Graduate Data Scientist
Responsible To	Special Projects Lead

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 Graduate Data Scientist will deliver innovative solutions utilising their impressive academic ability and their analytical and interpretative skills. They will need to demonstrate the ability to deal with large data sets, find innovative solutions for complex problems and show an acute eye for detail. Understanding the importance of maintaining RSMB's high standards of work is an obvious prerequisite and an interest in the evolving media landscape is an advantage.

Main Duties and Responsibilities

This role involves providing mathematical/statistical support for all aspects of RSMB's work. The Data Scientist will need to gain in-depth knowledge of all methodologies used across RSMB's media activity. This includes BARB, RAJAR and Touchpoints.

They may also be required to assist and contribute to projects under the guidance of senior members of the department. The Data Scientist will help run and monitor quality control procedures for any of RSMB's media activity. This will involve using mathematical/statistical

techniques to identify anomalous trends or inconsistencies and investigating any internal queries.

The Data Scientist will also be able to respond swiftly to any external data queries. This will require an understanding of the calculation procedures as well as knowledge of databases and systems. This analysis is also likely to involve detailed programming skills in PL/SQL or Visual Fortran to extract data and/or Visual basic knowledge to present and handle data.

The integration of different media datasets is an important part of RSMB's work and the Data Scientist will be involved in the set-up and operation of data integration projects. This will involve identifying suitable linking variables and assigning relevant importance weights from discriminant analysis.

The Data Scientist may be required to present and report on their findings through detailed written reports.

Core skills

The Graduate Data Scientist should have broad knowledge of statistical/mathematical techniques and be able to apply them in the media environment.

- Recent graduate with good degree in Mathematics/Statistics or related discipline.
- Need to have PL/SQL knowledge in order to extract relevant data for analysis.
- They should be competent with Microsoft packages and programming languages.
- They should be numerate with the ability to interpret and present data.
- Need to gain knowledge of methodologies for BARB, RAJAR, Touchpoints and other industry surveys.
- Also be able to run and analyse data fusions.
- Able to communicate clearly both verbally and in writing.
- The graduate Data Scientist will need to be self-motivated and confident to manage their own projects as well as working within teams for larger projects.
- An interest in the evolving media landscape, and the potential uses of data collected from set-top boxes, Audiovisual and other streaming etc.